

AGENDA  
ADVERTISING AND PROMOTION COMMISSION  
September 12, 2011                      2:00 p.m.                      Fayetteville Town Center

- I.     Call to Order – Maudie Schmitt
- II.    Reports
  - A. Approval of Minutes for August 8, 2011 regular monthly meeting
  - B. Financial Report
    - 1. HMR Revenues – Marilyn Heifner
    - 2. Financial Statements - Keith Glass
    - 3. Update from City Attorney re: delinquent tax collection efforts – Kit Williams
  - C. Clinton House Museum Report -
  - D. Visitor Bureau Report – Shelly Walters
  - E. Town Center Report – Sandra Bennett
  - F. Executive Director Report – Marilyn Heifner
  - G. Advertising Agency Report – Mike Sells
- III.   Old Business
- IV.   New Business
  - A.AMP proposal from Walton Arts Center
- V.     Adjourn

**ADVERTISING AND PROMOTION COMMISSION  
REGULAR MEETING  
August 8, 2011**

**Commissioners Present:** Brandon Karn, Bill Lyle, Lioneld Jordan, and Justin Tennant.

**Commissioners Absent:** Bob Davis, Hannah Mills, and Maudie Schmitt

**Staff Present:** Marilyn Heifner, Sandra Bennett, Shelly Walters

**CALL TO ORDER**

Lioneld Jordan called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on August 8, 2011, at the Fayetteville Town Center at 2:15 p.m.

**MINUTES**

Moved by Tennant, second by Lyle to approve the minutes of the July meeting. Motion carried.

**FINANCIAL REPORT**

HMR Revenue – Collections for the month of July were \$205,438, a 4.60% increase. Year to date increase is 4.62%, with a total of \$1,293,939.

Financials – Keith Glass reviewed June financials. All expenses are in line with budgets. Tennant moved to accept financials, second by Karn. Motion carried.

Update from the City Attorney – Kit Williams was not present. Marilyn reviewed the report in the A & P packet.

**CLINTON HOUSE MUSEUM**

The Clinton House Museum was the site of the press conference unveiling the new Fayetteville Guide. A total of 303 people visited the house. Upcoming events include Bill's 65<sup>th</sup> birthday party and the Civil War Arkansas 1861-1865 exhibit. A printed Museum Walking Tour has been developed. The tour can be translated into different languages for visitors.

**CONVENTION VISITORS BUREAU**

Sales at the Visitor Center were up 62.3% for the month. Visitors increased 4.57%.

Definite bookings for the month include the Boone County Master Gardeners, Labette Bank Golden Adventure Club, UA Volleyball Arkansas Invitational, Junquers Travel, A Men's Expo, All Star Week, and Coaches Clinic. Total economic impact of those events is \$1,373,274.00. Lost business included the NCAA Outdoor Regionals because of a conflict with dates and Rural Electric Cooperative Association because it was too large for us to handle.

#### **TOWN CENTER**

Remodeling is complete except for lobby lights, which were damaged in shipment. The staff continues to work to recover from January and February sales slump. They have collected 53% of their annual sales goal.

#### **EXECUTIVE DIRECTOR REPORT**

Marilyn reviewed the calendar for August, September and October. Because of the number of events, it looks like it's going to be a busy fall. That will translate into good HMR collections.

#### **ADVERTISING AGENCY**

Drew Finkbiner reviewed snapshots of traffic on our websites. The agency will begin working on 2013 plans in September.

#### **OLD BUSINESS**

None

#### **NEW BUSINESS**

None

There being no further business, the meeting was adjourned.

Respectfully submitted,

Marilyn Heifner  
Executive Director

Advertising and Promotion Commission  
For month of August 2011

Current Year HMR Collected (2120.0912.4101.00)	\$ 188,592.60
Prior Year Collected (2120.0912.4101.01)	\$ 98.00
First Security Investment Interest Revenue (2120.0912.4708.00)	\$ 1,050.16
Total Revenues	<hr/> \$ 189,740.76
Annual Bond Audit Expense (2120.9120.7602.60)	\$ (600.00)
Collection Expense (2120.9120.5333.00)	\$ (3,773.81)
Bank of OK Quarterly Fee (2120.9120.5712.00)	\$ (1,125.00)
Town Center Bond Payment (2120.9120.5712.00)	\$ (56,304.00)
2008 Property Taxes on Town Center (2120.9120.7602.60)	
Total Expenses	<hr/> \$ (61,802.81)
Total Check to A&P	<hr/> <hr/> \$ 127,937.95

~ This report represents HMR collections through the end of the month.  
These figures may include past due amounts.

**City of Fayetteville, Arkansas**  
**Monthly HMR Tax Collections 2008-2011**

	2008 Total HMR Taxes	2009 Total HMR Taxes	2009 Change Over Prior Year	2010 Total HMR Taxes	2010 Change Over Prior Year	2011 Total HMR Taxes	2011 Change Over Prior Year
January	\$174,005	\$166,214	-4.48%	\$166,645	0.00%	\$179,546	7.74%
February	\$158,693	\$167,141	5.32%	\$143,940	-13.88%	\$158,037	9.80%
March	\$172,804	\$180,027	4.18%	\$172,662	-4.09%	\$169,093	-2.06%
April	\$183,672	\$191,542	4.28%	\$187,730	-2.00%	\$187,976	0.00%
May	\$175,064	\$190,320	8.71%	\$185,096	-2.74%	\$188,149	1.65%
June	\$194,447	\$190,237	-2.17%	\$184,371	-3.08%	\$205,700	11.57%
July	\$188,253	\$180,944	-3.88%	\$196,323	0.08%	\$205,438	4.60%
August	\$174,648	\$167,897	-3.87%	\$180,741 \$1,417,509	7.65%	\$189,839	5.03%
September	\$190,244	\$176,463	-7.24%	\$184,471	4.54%		
October	\$187,125	\$189,728	1.39%	\$195,169	2.87%		
November	\$197,814	\$190,887	-3.50%	\$213,494	11.84%		
December	\$174,682	\$174,568	0.00%	\$171,511	-0.18%		
<b>Total</b>	<b>\$ \$2,171,451</b>	<b>\$2,165,969</b>	<b>0.00%</b>	<b>\$3,599,664</b>	<b>0.75%</b>	<b>\$1,483,777</b>	<b>4.67%</b>



## Keith M. Glass, CPA

2580 N. College  
Fayetteville, AR 72703  
(479) 571-0811  
(479) 571-0812 fax

503 Pitman P.O. Box 268  
Prairie Grove 72753  
(479) 846-3424  
fax (479) 846-4314

### Accountant's Compilation Report

To Commission Members,

I have compiled the accompanying statements of assets, liabilities, and capital arising from transactions of Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum as of July 31, 2011 and the related statements of revenue and expenses for the period then ended, and seven months then ended and the period then ended last year, and seven months then ended last year, and the related Statement of budget, revenue and expenses for the month then ended. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide assurance about whether the financial statements are in accordance with the modified accrual basis of accounting. The financial statements have been prepared on the modified cash basis, which is a comprehensive basis of accounting other than generally accepted accounting principles.

Management (Owners) is(are) responsible for the presentation and fair presentation of the financial statements in accordance with the modified cash basis of accounting and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements arising from modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's asset, liabilities, equity, revenue, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

I am not independent with respect to Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum.

  
Keith M. Glass, CPA

9-7-11  
Date

Fayetteville A&P Commission  
Statement of Assets, Liabilities & Equity - Modified Cash Basis  
July 31, 2011

ASSETS

Current Assets		
CVB Cash in Register	\$	100.00
CHM Cash in Register		100.00
Arvest A&P General #4856		156,117.48
1st Security A&P General #8714		395,239.59
1st Sec Pay Town Ctr #8722		137,920.25
1st Sec. Clinton House #8749		39,741.21
1st Sec. Conv Visitor #8730		94,829.56
Arvest Payroll Account #4636		21,018.31
Accounts Receivable		18.48
Due From Other Funds		13,753.59
Investments		1,798,328.99
Investment Adj to Market		10,057.07
Total Current Assets		2,667,224.53
Property and Equipment		
Furniture and Fixtures		41,952.36
Equipment		179,689.91
Leasehold Improvements		45,775.99
CVB Building		930,569.02
CVB Land		198,621.00
Building Additions		318,677.24
Accum. Depreciation		(339,396.50)
Total Property and Equipment		1,375,889.02
Other Assets		
Total Other Assets		0.00
Total Assets	\$	4,043,113.55

LIABILITIES AND CAPITAL

Current Liabilities		
Aflac	\$	188.46
Colonial Life & Acc Ins Payabl		422.18
Federal Payroll Taxes Payable		17,227.76
FUTA Tax Payable		732.93
State Payroll Taxes Payable		2,196.74
SUTA Payable		(1,192.82)
Employee Benefits Payable		4,709.52
Due to Other Funds		4,108.76
Due to Town Center		4,142.40
Total Current Liabilities		32,535.93
Long-Term Liabilities		
Total Long-Term Liabilities		0.00
Total Liabilities		32,535.93
Capital		
Beginning Balance Equity		3,879,562.33
Unrestricted Fund Balance		281,937.74

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statement of Assets, Liabilities & Equity - Modified Cash Basis  
July 31, 2011

Restricted Fund-540 Film Grant		
Retained Earnings	221.53	
Net Income	225.00	
	(151,368.98)	
Total Capital		4,010,577.62
Total Liabilities & Capital	\$	4,043,113.55



**Fayetteville A&P Commission**

**Statements of Revenue & Expenses - Modified Cash Basis  
For the Month and Seven Months Ending July 31, 2011**

	Current Month		Year to Date	
Revenues	\$		\$	
HMR Tax Revenue	205,201.63	81.62	1,281,278.87	73.56
Prior Year HMR Tax Revenue	236.18	0.09	12,659.51	0.73
Rental Income	33,860.12	13.47	227,864.27	13.08
Other Income	0.00	0.00	9,880.00	0.57
Parking Revenue	367.00	0.15	3,171.00	0.18
Parking Lease	2,638.51	1.05	8,180.86	0.47
Gift Shop Sales	284.98	0.11	2,442.16	0.14
Visitor Store	5,870.19	2.33	29,766.68	1.71
Partnership Income	0.00	0.00	4,400.00	0.25
Admission Revenue	829.00	0.33	3,552.54	0.20
Special Projects	725.00	0.29	7,680.00	0.44
Interest Income Investments	1,050.16	0.42	8,266.31	0.47
Interest Income Checking	342.26	0.14	3,056.22	0.18
Visitor Guide Ad Income	0.00	0.00	12,075.00	0.69
Hospitality Summit	0.00	0.00	180.00	0.01
Fee Refunds	0.00	0.00	(2,525.00)	(0.14)
Transfer In	0.00	0.00	130,000.00	7.46
<b>Total Revenues</b>	<b>251,405.03</b>	<b>100.00</b>	<b>1,741,928.42</b>	<b>100.00</b>
<b>Cost of Sales</b>				
Clinton House Gift Shop	0.00	0.00	3,161.41	0.18
<b>Total Cost of Sales</b>	<b>0.00</b>	<b>0.00</b>	<b>3,161.41</b>	<b>0.18</b>
<b>Gross Profit</b>	<b>251,405.03</b>	<b>100.00</b>	<b>1,738,767.01</b>	<b>99.82</b>
<b>Expenses</b>				
Signage- Tourism	109.25	0.04	6,779.04	0.39
Credit Card Discounts	455.19	0.18	3,416.92	0.20
Bank Charges	0.00	0.00	374.01	0.02
Parking Expense	0.00	0.00	665.00	0.04
Advertising & Marketing	1,246.42	0.50	295,804.52	16.98
Brochures	0.00	0.00	69,889.41	4.01
Accounting & Legal Fees	590.00	0.23	4,570.00	0.26
Office Expense	689.54	0.27	8,630.39	0.50
Visitor Store Exp	521.65	0.21	19,559.05	1.12
Insurance & Health Benefits	4,672.01	1.86	31,180.89	1.79
408 (P) Company Match	1,382.02	0.55	6,237.04	0.36
Car Allowance	450.00	0.18	2,100.00	0.12
Telephone Expense	926.11	0.37	5,442.55	0.31
Postage and Shipping Expense	1,000.00	0.40	8,227.07	0.47
Tracking Software	0.00	0.00	1,695.00	0.10
Material & Supplies	0.00	0.00	563.76	0.03
Rent	0.00	0.00	12,000.00	0.69
Maintenance/Lawn	75.00	0.03	200.00	0.01
Repairs & Maintenance Expense	7,113.17	2.83	90,507.56	5.20
Kamensky Fountain Maintenance	357.41	0.14	3,991.81	0.23
Linens	2,493.21	0.99	12,332.57	0.71
Publications & Dues	215.00	0.09	3,270.00	0.19
Travel/Training Expense	150.00	0.06	19,477.50	1.12
Taxes & Licenses	0.00	0.00	3,967.23	0.23
Collections Expense	4,108.76	1.63	25,878.77	1.49
Payroll Tax Expense	4,251.83	1.69	24,189.72	1.39
Convention Development	92.86	0.04	25,005.27	1.44
Research Expense	0.00	0.00	475.00	0.03
Contract Labor	4,347.50	1.73	30,884.49	1.77
Wages Expense	51,695.28	20.56	243,888.28	14.00

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statements of Revenue & Expenses - Modified Cash Basis  
For the Month and Seven Months Ending July 31, 2011

	Current Month		Year to Date
Electricity Utility	146.23	0.06	29,889.85
Gas Utility	203.38	0.08	8,974.00
Water Utility	197.93	0.08	4,769.96
Cable	530.65	0.21	3,580.90
Recycling	171.89	0.07	1,100.99
Security	21.85	0.01	2,309.17
Airport Advertising	0.00	0.00	1,485.00
Minor Equipment	0.00	0.00	15,702.95
Minor Equipment Capitalized	(707.00)	(0.28)	111,829.30
Airport Info Booth	0.00	0.00	1,200.00
All Star Games	1,058.00	0.42	48,308.00
Saturday of Champions	0.00	0.00	6,198.50
DECA	0.00	0.00	1,827.75
Square Gardens	0.00	0.00	281.65
Dickson St Special Project	0.00	0.00	900.00
Town Center Garden Maint	69.04	0.03	69.04
Joe Martin	0.00	0.00	2,500.00
Bikes, Blues, & Hot Rods	0.00	0.00	445.00
LOTO Special Project	15,000.00	5.97	23,508.90
Arts Live Theatre	0.00	0.00	1,000.00
Misc Special Project	4,581.09	1.82	136,674.18
Bond Payments-Town Center	56,304.00	22.40	394,128.00
Trustee Expense	0.00	0.00	2,250.00
Transfer Out	0.00	0.00	130,000.00
Total Expenses	164,519.27	65.44	1,890,135.99
Net Income	\$ 86,885.76	\$ 34.56	(151,368.98)
			(8.69)

Fayetteville A&P Commission  
Statement of Revenue & Expenses - Modified Cash Basis  
For the Seven Months Ending July 31, 2011

	Current Month This Year	Current Month Last Year	Year to Date This Year	Year to Date Last Year
<b>Revenues</b>				
HMR Tax Revenue	\$ 205,201.63	\$ 196,144.35	\$ 1,281,278.87	\$ 1,218,455.04
Prior Year HMR Tax Revenue	236.18	179.00	12,659.51	17,692.27
Rental Income	33,860.12	38,087.15	227,864.27	232,126.91
Other Income	0.00	320.00	9,880.00	21,713.20
Parking Revenue	367.00	387.00	3,171.00	4,019.00
Parking Lease	2,638.51	0.00	8,180.86	9,528.22
Gift Shop Sales	284.98	207.08	2,442.16	2,309.56
Visitor Store	5,870.19	3,397.59	29,766.68	11,755.19
Partnership Income	0.00	0.00	4,400.00	4,600.00
Admission Revenue	829.00	466.00	3,552.54	3,356.38
Special Projects	725.00	0.00	7,680.00	2,340.00
Interest Income Investments	1,050.16	2,792.02	8,266.31	20,708.92
Interest Income Checking	342.26	250.40	3,056.22	1,433.09
Visitor Guide Ad Income	0.00	500.00	12,075.00	9,750.00
Hospitality Summit	0.00	0.00	180.00	2,040.00
Fee Refunds	0.00	0.00	(2,525.00)	0.00
Transfer In	0.00	0.00	130,000.00	310,000.00
<b>Total Revenues</b>	<b>251,405.03</b>	<b>242,730.59</b>	<b>1,741,928.42</b>	<b>1,871,827.78</b>
<b>Cost of Sales</b>				
Clinton House Gift Shop	0.00	612.40	3,161.41	1,990.99
<b>Total Cost of Sales</b>	<b>0.00</b>	<b>612.40</b>	<b>3,161.41</b>	<b>1,990.99</b>
<b>Gross Profit</b>	<b>251,405.03</b>	<b>242,118.19</b>	<b>1,738,767.01</b>	<b>1,869,836.79</b>
<b>Expenses</b>				
540 Film Fest Grant Restr	0.00	0.00	0.00	(271.05)
Signage- Tourism	109.25	734.25	6,779.04	7,428.91
Credit Card Discounts	455.19	214.67	3,416.92	2,273.51
Bank Charges	0.00	0.00	374.01	18.94
Parking Expense	0.00	100.00	665.00	700.00
Advertising & Marketing	1,246.42	22,981.44	295,804.52	168,678.10
Brochures	0.00	12,037.54	69,889.41	100,431.69
Accounting & Legal Fees	590.00	665.00	4,570.00	4,405.00
Office Expense	689.54	536.44	8,630.39	8,127.53
Visitor Store Exp	521.65	1,655.36	19,559.05	5,148.36
Insurance & Health Benefits	4,672.01	3,451.86	31,180.89	22,947.66
408 (P) Company Match	1,382.02	1,534.38	6,237.04	6,079.61
Car Allowance	450.00	450.00	2,100.00	2,100.00
Telephone Expense	926.11	1,360.65	5,442.55	8,193.95
Postage and Shipping Expense	1,000.00	1,565.99	8,227.07	12,913.38
Tracking Software	0.00	0.00	1,695.00	1,695.00
Material & Supplies	0.00	0.00	563.76	0.00
Rent	0.00	0.00	12,000.00	12,000.00
Maintenance/Lawn	0.00	0.00	200.00	300.00
Repairs & Maintenance Expense	75.00	90.00	90,507.56	57,611.47
Kamensky Fountain Maintenance	7,113.17	9,738.80	3,991.81	3,400.00
Linens	357.41	239.91	12,332.57	13,689.22
Publications & Dues	2,493.21	2,211.66	3,270.00	4,505.95
Travel/Training Expense	215.00	315.00	19,477.50	26,030.76
Taxes & Licenses	150.00	3,090.36	3,967.23	712.24
Collections Expense	0.00	0.00	25,878.77	24,722.95
Payroll Tax Expense	4,108.76	3,926.47	24,189.72	23,050.08
Convention Development	4,251.83	4,727.44	25,005.27	13,409.61
	92.86	1,509.08		

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statement of Revenue & Expenses - Modified Cash Basis  
For the Seven Months Ending July 31, 2011

	Current Month This Year	Current Month Last Year	Year to Date This Year	Year to Date Last Year
Research Expense	0.00	0.00	475.00	0.00
Contract Labor	4,347.50	4,370.00	30,884.49	26,880.80
Commissions	0.00	0.00	0.00	11,586.70
Wages Expense	51,695.28	61,081.44	243,888.28	259,351.11
Electricity Utility	146.23	6,603.87	29,889.85	24,781.28
Gas Utility	203.38	25.03	8,974.00	8,692.29
Water Utility	197.93	802.90	4,769.96	4,091.29
Cable	530.65	89.40	3,580.90	625.74
Recycling	171.89	165.28	1,100.99	1,156.96
Security	21.85	1,388.65	2,309.17	3,547.16
Airport Advertising	0.00	0.00	1,485.00	2,970.00
Minor Equipment	0.00	0.00	15,702.95	30,391.13
Minor Equipment Capitalized	(707.00)	0.00	111,829.30	0.00
Airport Info Booth	0.00	1,200.00	1,200.00	3,600.00
Coaches Clinic	0.00	0.00	0.00	17,250.00
All Star Games	1,058.00	0.00	48,308.00	30,000.00
Saturday of Champions	0.00	0.00	6,198.50	2,500.00
7A State Track	0.00	0.00	0.00	1,500.00
DECA	0.00	0.00	1,827.75	1,350.00
Walton Arts Special Project	0.00	495.18	0.00	30,495.18
Solar Splash Specail Project	0.00	0.00	0.00	5,000.00
Square Gardens	0.00	0.00	281.65	0.00
Dickson St Special Project	0.00	0.00	900.00	2,288.00
Town Center Garden Maint	69.04	0.00	69.04	2,868.96
AR Air Museum	0.00	0.00	0.00	5,300.00
Theatre Squad	0.00	0.00	0.00	19,871.86
Joe Martin	0.00	0.00	2,500.00	0.00
Ozark Military Special Proj	0.00	150.00	0.00	150.00
Bikes, Babes, & Bling	0.00	2,897.52	0.00	18,796.38
Bikes, Blues, & Hot Rods	0.00	0.00	445.00	8,489.17
National School Boards	0.00	0.00	0.00	2,257.26
NCAA Baseball Regional	0.00	0.00	0.00	10,000.00
NCAA Track Indoor	0.00	0.00	0.00	10,500.00
SEC Softball Chamlionship	0.00	0.00	0.00	2,000.00
Premier Baseball	0.00	4,450.00	0.00	4,450.00
LOTO Special Project	15,000.00	0.00	23,508.90	0.00
Arts Live Theatre	0.00	0.00	1,000.00	0.00
Misc Special Project	4,581.09	6,196.98	136,674.18	34,478.14
Bond Payments-Town Center	56,304.00	55,949.41	394,128.00	391,645.87
Trustee Expense	0.00	0.00	2,250.00	2,250.00
Transfer Out	0.00	0.00	130,000.00	310,000.00
Total Expenses	164,519.27	219,001.96	1,890,135.99	1,821,418.15
Net Income	\$ 86,885.76	\$ 23,116.23	\$ (151,368.98)	\$ 48,418.64

See Accountants' Compilation Report

Clinton House Museum  
Stmnt of Budget, Revenue and Expenses - Modified Cash Basis  
Month End July 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Transfer from A&P	72,071.00	72,071.00	30,235.00	41,836.00			60,000.00
Admission	6,000.00	3,500.00	3,660.86	2,339.14	500.00	829.00	3,356.38
Special Events							
Gift Shop Sales	5,000.00	2,912.00	2,619.47	2,380.53	416.00	284.98	2,309.56
Interest	144.00	84.00	90.41	53.59	12.00	20.62	89.26
Other Income			960.00	(960.00)			
<b>Total</b>	<b>83,215.00</b>	<b>78,567.00</b>	<b>37,565.74</b>		<b>928.00</b>	<b>1,134.60</b>	<b>65,755.20</b>
<b>Expenses</b>							
Salary+Benefits	35,865.00	19,775.00	19,789.98	16,075.02	2,825.00	4,402.50	19,066.52
Payroll Tax Exp	2,870.00	1,582.00	1,640.59	1,229.41	226.00	295.47	1,690.87
Insurance-Health	4,025.00	2,345.00	2,967.70	1,057.30	335.00	431.96	2,013.90
401K Match	975.00	546.00	539.69	435.31	78.00	115.89	450.00
Rent	24,000.00	12,000.00	12,000.00	12,000.00			12,000.00
Utilities-\$3690							
Water	1,000.00	415.00	543.85	456.15	140.00	197.93	404.69
Gas	1,345.00	858.00	924.68	420.32	47.00	26.18	822.40
Electricity	1,060.00	527.00	529.15	530.85	206.00	146.23	527.23
Telephone Actual	1,250.00	735.00	735.72	514.28	105.00	106.69	626.47
Materials & Supplies	1,100.00	600.00	1,565.96	(465.96)	100.00	140.38	594.32
Credit Card Discount	750.00	425.00	445.00	305.00	60.00	92.61	293.50
Bank Charges							
Security	275.00	154.00	131.10	143.90	22.00	21.85	152.95
Maintenance/Lawn	500.00	350.00	175.00	325.00	50.00	50.00	300.00
Repair/Maintenance	1,000.00	400.00	6,728.83	(5,728.83)		2,184.95	108.16
Sales Tax	500.00	270.00	795.39	(295.39)	45.00		
Special Projects	1,000.00	600.00	667.52	332.48	100.00		142.30
Publications/Dues	200.00			200.00		(100.00)	
Travel/Training	500.00	500.00	562.30	(62.30)			194.99
Gift Shop Items	5,000.00	3,500.00	3,161.41	1,838.59	1,000.00		1,990.99
<b>Total</b>	<b>83,215.00</b>	<b>45,582.00</b>	<b>53,903.87</b>		<b>5,339.00</b>	<b>8,112.64</b>	<b>41,379.29</b>

See Accountant's Compilation Letter

Convention Visitors Bureau  
Stmnt of Budget, Revenue and Expense - Modified Cash Basis  
Month End July 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Transfer from A&P	313,431.24	250,000.00	100,000.00	213,431.24			250,000.00
Interest	600.00	350.00	195.54	404.46	50.00	50.39	369.85
Partnership Dues	6,000.00	4,400.00	4,400.00	1,600.00	1,600.00		4,600.00
Travel Hero	3,000.00	1,500.00	-	3,000.00	500.00		
Vist. Ctr. Store	30,000.00	14,000.00	29,766.68	233.32	2,500.00	5,870.19	11,755.19
Special Projects		-	5,675.00	(5,675.00)			
First Thursday	5,000.00	3,400.00	1,110.00	3,890.00	400.00	725.00	1,980.00
Dickson St	1,500.00	1,000.00	-	1,500.00			
Film Festival		-	-	-			
Premier Baseball		-	-	-			
Other Income		-	-	-			
<b>Total</b>	<b>359,531.24</b>	<b>274,650.00</b>	<b>144,497.22</b>	<b>(3,350.00)</b>	<b>5,050.00</b>	<b>6,645.58</b>	<b>2,395.00</b>
							<b>271,100.04</b>
<b>Expenses</b>							
Salary+Benefits	183,608.00	101,500.00	100,828.71	82,779.29	14,500.00	21,293.25	119,124.77
Payroll Tax Exp	14,688.00	8,568.00	8,793.82	5,894.18	1,224.00	1,799.35	10,375.89
Insurance-Health	25,362.00	13,800.00	13,175.42	12,186.58	2,250.00	2,422.20	11,603.44
401K Match	5,508.24	3,213.00	2,631.81	2,876.43	459.00	545.42	2,669.39
Telephone	5,000.00	2,912.00	2,810.52	2,189.48	416.00	440.79	2,258.43
Electricity	4,620.00	2,385.00	1,762.60	2,857.40	205.00		2,400.80
Water	650.00	365.00	325.06	324.94	55.00		288.80
Conv & Tourism Develop	40,000.00	29,100.00	15,104.99	24,895.01	5,150.00	92.86	12,432.24
Travel & Training	32,385.00	22,570.00	18,715.20	13,669.80	5,250.00	150.00	20,800.55
Publications/Dues	3,810.00	3,610.00	2,205.00	1,605.00	950.00		2,802.00
Repair/Maintenance	2,000.00	1,200.00	5,440.22	(3,440.22)		25.00	296.01
Office Supp/Printing	12,000.00	7,000.00	2,864.03	9,135.97	1,000.00		4,369.24
Tracking Sftware/Maint	2,000.00	2,000.00	1,695.00	305.00			1,695.00
Credit Card Discounts	1,000.00	600.00	1,236.29	(236.29)	100.00	209.70	455.20
Taxes & Licenses(ASCAF	300.00	300.00	405.34	(105.34)			202.68
Visitor Ctr Store Itms	20,000.00	13,500.00	19,559.05	440.95	1,500.00	521.65	5,148.36
Education Reimbursement		-	-	-			
Bank Charges		-	182.85	(182.85)			
Parking Expense	1,200.00	700.00	600.00	600.00	100.00		700.00
Advertising & Marketing		-	262.08	(262.08)			1,150.00
Special Project		-	10,322.81	(10,322.81)			4,269.93
First Thursday	3,900.00	2,200.00	-	3,900.00	400.00		
Dickson St	1,500.00	1,000.00	-	1,500.00			
Minor Equipment		-	7,996.43	(7,996.43)			
Premier Baseball		-	-	-			
Sales Tax		-	-	-			4,450.00
Depreciation Expense		-	-	-			
Research Exp		-	475.00	-			
<b>Total</b>	<b>359,531.24</b>	<b>216,543.00</b>	<b>217,392.23</b>	<b>-</b>	<b>33,559.00</b>	<b>27,500.22</b>	<b>207,492.73</b>

See Accountants' Compilation Letter

Fayetteville Town Center  
Stmnt of Budget, Revenue and Expense - Modified Cash Basis  
Month Ending July 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year Balance	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>						
Rental Incl Service						
Actual 11	394,880.00	218,750.00	189,248.23	30,136.00	31,110.12	213,203.91
Interest - Checking	480.00	280.00	121.54	40.00	62.36	272.26
Parking Revenue			(3,867.23)			
Daily	7,000.00	4,880.00	5,399.00	500.00	367.00	4,019.00
Leases	10,000.00	9,099.00	3,579.88	1,875.00		9,528.22
Sales Tax Exp	(3,500.00)	(1,635.00)	(377.50)	(333.00)		
Special Projects	10,000.00	-	10,000.00			12,453.25
Misc Revenue		-	-			
Transfer		-	-			
<b>Total</b>	<b>418,860.00</b>	<b>231,374.00</b>	<b>217,501.08</b>	<b>32,218.00</b>	<b>31,539.48</b>	<b>239,476.64</b>
<b>Expenses</b>						
Salary+Benefits	156,379.00	87,282.00	78,996.03	12,466.00	16,539.54	72,401.70
Commissions						11,586.70
Contract Labor	1,500.00	875.00	(9,234.49)	125.00	1,057.50	7,630.80
Payroll Taxes	12,510.00	7,160.00	5,813.31	1,010.00	1,366.32	7,172.38
Credit Card Discount	3,000.00	1,750.00	1,264.37	250.00	152.88	1,524.81
Insurance	19,827.60	11,210.00	8,158.50	1,722.00	1,612.80	9,347.86
408 Match	4,691.37	2,655.00	3,020.20	407.00	420.71	1,713.41
Utilities						
Water	6,225.00	3,500.00	2,323.95	700.00		3,397.80
Phone	720.00	420.00	(1,176.31)	60.00	378.63	5,309.05
Electricity	64,741.00	35,354.00	37,200.64	5,258.00		30,873.31
Gas	11,969.00	8,936.00	3,897.83	60.00	177.20	7,869.89
Cable	5,400.00	3,150.00	1,819.10	450.00	530.65	625.74
Recycle Dumpster	1,980.00	1,155.00	878.71	165.00	171.89	495.84
Postage	500.00	300.00	390.01			476.28
Minor Equipment			(2,452.24)		(707.00)	342.99
Office Expense	6,000.00	3,540.00	2,004.87	490.00	549.16	2,066.92
Linen	25,000.00	14,581.00	12,667.43	2,083.00	2,493.21	13,689.22
Outside Laundry						
Repairs & Maintenance	60,750.00	30,500.00	20,791.70	7,500.00	1,779.19	47,148.34
Advertising & Promo	3,000.00	3,000.00	2,073.36	1,250.00		1,676.14
Travel/Training	3,000.00	1,000.00	3,000.00			2,500.00
Building Insurance	9,000.00		9,000.00			
Taxes & Licenses	4,000.00	4,000.00	1,000.00	500.00		500.00
Special Projects	10,000.00	5,000.00	1,415.84		286.27	10,700.07
Misc	3,667.03	2,667.03	3,602.03			
Bank Charges						
Security	5,000.00	2,500.00	2,843.78	400.00		3,394.21
Depreciation Eps						
<b>Total</b>	<b>418,860.00</b>	<b>230,515.03</b>	<b>342,097.66</b>	<b>34,896.00</b>	<b>26,808.95</b>	<b>242,443.46</b>

See Accountants' Compilation Letter

Fayetteville A1 Commission  
Strmnt of Budget, Revenue and Expenses - Modified Cash Basis  
Month Ending July 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
HMR Tax Revenue	2,171,850.00	1,269,785.00	1,281,278.87	890,571.13	181,424.00	205,201.63	1,218,455.04
Prior Year HMR Tax Rev		-	12,659.51	(12,659.51)		236.18	17,692.27
Interest	35,000.00	20,420.00	8,266.31	26,733.69	2,916.00	1,050.16	20,708.92
Visitor Guide ads	15,000.00	15,000.00	12,075.00	2,925.00			9,750.00
Misc Income	17,000.00	17,000.00	6,683.51	10,316.49		2,638.51	7,143.51
Health Reimbursemen	4,893.41	2,848.59	-	4,893.41	407.00		
Rental Income		-	19,275.00	(19,275.00)		2,750.00	18,923.00
Interest Inc Checking	1,500.00	875.00	2,411.81	(911.81)	125.00	208.89	701.72
<b>Total</b>	<b>2,245,243.41</b>	<b>1,325,928.59</b>	<b>1,342,650.01</b>		<b>184,872.00</b>	<b>212,085.37</b>	<b>1,293,374.46</b>
<b>Expenses</b>							
Unrealized Gain/Loss							
Town Center Fund	675,548.64	393,134.00	394,128.00	281,420.64	56,162.00	56,304.00	391,645.87
Bond Audit Exp	2,000.00	-	-	2,000.00			
Bond Paying Agent Fe	6,000.00	4,500.00	2,250.00	3,750.00	1,500.00		2,250.00
Workman's Comp Ins	2,600.00	-	-	2,600.00			
Collection Exp	43,437.00	25,393.00	25,878.77	17,558.23	3,628.00	4,108.76	24,722.95
Transfer to CVB	313,431.24	200,000.00	100,000.00	213,431.24			250,000.00
Transfer to Clinton Ho	72,071.00	60,000.00	30,000.00	42,071.00			60,000.00
Peace Fountain Maint	10,000.00	5,831.00	1,205.64	8,794.36	833.00		
Contract Labor		-	19,250.00	(19,250.00)			
Salaries	81,653.00	47,628.00	46,666.62	34,986.38	6,804.00	2,750.00	19,250.00
Payroll Tax Exp	7,348.77	4,284.00	7,058.62	290.15		9,999.99	48,758.12
Insurance-Health	10,953.51	6,160.00	3,369.17	7,584.34	612.00	790.69	3,810.94
401K Match	2,449.59	1,400.00	1,394.37	1,055.22	880.00	205.05	(17.54)
Car Allowance	3,600.00	2,100.00	2,100.00	1,500.00	200.00	300.00	1,246.81
Advertising & Marketin	400,000.00	210,000.00	294,725.05	105,274.95	300.00	450.00	2,100.00
Airport Info Booth	5,200.00	3,600.00	1,200.00	4,000.00	35,000.00	1,355.67	173,176.60
Airport Advertising	6,000.00	3,000.00	1,485.00	4,515.00			3,600.00
Brochures	150,000.00	104,000.00	69,889.41	80,110.59	30,000.00		2,970.00
Website Update	5,000.00	5,000.00	-	5,000.00			100,431.69
Signage- Tourism	10,000.00	6,500.00	6,457.26	3,542.74	400.00		
Publication & Dues	2,045.00	1,225.00	1,065.00	980.00	200.00	315.00	1,594.95

See Accountants' Compilation Letter



Fayetteville A2 Commission  
 Stmtnt of Budget, Revenue and Expenses - Modified Cash Basis  
 Month Ending July 31, 2011

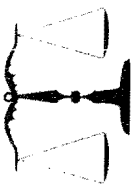
	2011 Annual Budget	2011 Year To Date Accumulated	2011 Year To Date Actual	2011 Year Balance	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual
Travel/Training	5,000.00	3,000.00	200.00	4,800.00			2,535.22
Recycling		-	-	-			661.12
Office Sup & Printing	1,000.00	700.00	769.03	230.97	100.00		1,330.58
Postage	20,000.00	10,500.00	8,117.08	11,882.92	1,500.00	1,000.00	12,426.40
Professional Services	7,500.00	4,375.00	4,570.00	2,930.00	625.00	590.00	4,405.00
Straegic Planning		-	385.35	(385.35)			
Audit Expense	2,000.00	-	-	2,000.00			
Town Center Garden Pl	10,000.00	-	-	10,000.00			
Square Gardens		-	-	-			
Special Projects	239,176.00	239,176.00	202,812.77	36,363.23		20,710.23	184,362.89
Air Museum		-	-	-			
AR H.S. Coaches Clinic		-	-	-			
Arts Live		-	-	-			
Bikes, Babes, & Bling		-	-	-			
Bikes, Blues, & Hot Rods		-	-	-			
Committee for Mardi Gras		-	-	-			
DECA Marketing Fash. Show		-	-	-			
H.S. Allstar Games		-	-	-			
NWA Coaches Clinic		-	-	-			
Saturday of Champions		-	-	-			
State Soccer Finals		-	-	-			
7A State Track Meet		-	-	-			
Baseball & Softball Weekend		-	-	-			
Dickson St Music		-	-	-			
Duathlon		-	-	-			
4 State Volleyball Classic		-	-	-			
Iron Pig Festival		-	-	-			
Joe Martin Stage Race		-	-	-			
Natl School Boards		-	-	-			
Ozark Valley Triathlon		-	-	-			
Fayetteville Night Jam		-	-	-			
Ozark Military Museum		-	-	-			
Solar Splash		-	-	-			
TheatreSquared		-	-	-			
Tri Sports Kid's & Family Triathlon		-	-	-			

See Accountants' Compilation Letter

Fayetteville A3 Commission  
 Stmt of Budget, Revenue and Expenses - Modified Cash Basis  
 Month Ending July 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated	2011 Year To Date Actual	2011 Year Balance	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual
NCAA Baseball Regional	-	-	-	-	-	-	-
NCAA Track Indoor	-	-	-	-	-	-	-
SEC Tennis Tournament	-	-	-	-	-	-	-
SEC Men's & Women's Indoor	-	-	-	-	-	-	-
SEC Softball Championships	-	-	-	-	-	-	-
Walton Arts Center	-	-	-	-	-	-	-
Misc Expense	-	-	57.74	(57.74)	-	-	-
Repair & Maintenance	75,000.00	30,000.00	41,304.66	33,695.34	4,000.00	3,218.07	9,822.11
Minor Equip	50,000.00	43,750.00	4,098.26	45,901.74	6,250.00	-	30,048.14
Depreciation Exp	20,000.00	11,655.00	-	20,000.00	1,665.00	-	-
Bank Charges	-	-	191.16	(191.16)	-	-	18.94
Taxes & Licenses	-	-	-	-	-	-	-
Convention Development	-	-	9,514.93	-	-	-	977.37
Unallocated Revenue	6,229.66	6,229.66	-	6,229.66	-	-	-
<b>Total</b>	<b>2,245,243.41</b>	<b>1,433,140.66</b>	<b>1,280,143.89</b>		<b>150,659.00</b>	<b>102,097.46</b>	<b>1,332,128.16</b>

See Accountants' Compilation Letter



Kit Williams  
*City Attorney*

Jason B. Kelley  
*Assistant City Attorney*

**TO: Mayor Jordan  
A&P Commissioners**

**CC: Don Marr, Chief of Staff  
Casey Jones, Prosecuting Attorney**

**FROM: Kit Williams, City Attorney**

A handwritten signature in cursive script, appearing to read "Kit Williams", written over a horizontal line.

**DATE: September 9, 2011**

**RE: Overdue HMR collection efforts**

The Fayetteville City Prosecutor's Office collected **\$343.18** in August to bring its year-to-date total overdue HMR taxes collected to **\$29,136.34**. Two of the 16 cases were closed with full payment of the overdue HMR taxes.

**CLINTON K. JONES**  
CITY PROSECUTOR  
**BRIAN THOMAS**  
DEPUTY CITY PROSECUTOR



**MANDY FINKLEA**  
OFFICE ADMINISTRATOR  
E-mail: [hotcheck@cl.fayetteville.ar.us](mailto:hotcheck@cl.fayetteville.ar.us)  
PHONE: (479) 575-8377  
(479) 575-8378  
Hot Checks: (479) 575-8254  
FAX #: (479) 575-8373

## OFFICE OF CITY PROSECUTOR

### MEMO

**TO:** K. Williams  
Fayetteville City Attorney

**FROM:** Casey Jones  
Fayetteville City Prosecutor

**DATE:** September 1, 2011

**RE:** Status of Active HMR cases

A handwritten signature in black ink, appearing to be "CJ", written over a horizontal line.

\* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

1. Acambaro Four Business Closed	Jesus Socarro	Delinquent Balance: \$1,468.04 Active Criminal Summons
2. Boars Nest BBQ	William D. Houston III Don W. Ray William M. Ray	Trial Date: 9/28/11 Trial Date: 9/28/11 Trial Date: 9/28/11 Delinquent Balance: -0-
3. Brenda's Drive-In	Collin L. Wilkins	Delinquent Balance: -0- Active Criminal Summons
4. Butcher Block Business Closed	Gary W. Bell	Delinquent Balance: \$1,871.28 Active Contempt of Court
5. Chubber Sr's Chili Dog	John N. Martel	Delinquent Balance: -0- Case Closed
6. Dominoes Pizza Business Closed	Lloyd W. Hardison	Delinquent Balance: \$4,390.66 FTA Warrant
7. Habibi	Michael S. Gumm	Active Criminal Summons Delinquent Balance: No Forms
8. Hog Heaven, Inc.	Cynthia Haseloff	Paid: \$18.18 Delinquent Balance: -0- Case Closed

9.	Hogwild Pizzeria Business Closed	David S. Mackey	Letter Delinquent Balance: \$1,330.00
10.	Seafood Market Bar/Grill Business Closed	Craig E. Dowd	Paid: \$175.00 Delinquent Balance: \$4,467.00
11.	Shanghai Chinese and China Garden Businesses Closed	Hsiao L. J. Shen	Contempt of Court Delinquent Balance: \$3,090.00
12.	Shelton Tucker Craft American Legion Post #27	Don A. Foster Rodney L. York	Active Criminal Summons FTAS Warrant Delinquent Balance: No Forms
13.	Soul Restaurant & Lounge Business Closed	Casey E. Dighero	Paid: \$150.00 Delinquent Balance: \$743.64
14.	Uncle Gaylord's Business Closed	Hiram F. Brandon	Active Criminal Summons Delinquent Balance: No Forms
15.	Willy D's	William D. Houston III Don W. Ray William M. Ray	Trial Date: 9/28/11 Trial Date: 9/28/11 Trial Date: 9/28/11 Delinquent Balance: -0-
16.	WOW Japanese Bistro Business Closed	Chong N. Kim	Delinquent Balance: \$2,042.00 FTA Warrant

**TOTAL: \$343.18**

# CLINTON HOUSE MUSEUM

---

## MONTHLY REPORT

## AUGUST 2011

The Clinton House Museum had a total of 457 visitors in August. This is, by far, our greatest number of visitors since opening in 2005. Visitors from all across the globe and throughout the United States continually pour in to see the humble beginnings of the Former President and Secretary of State. Media coverage drawing attention to the Museum was garnered in large markets such as Chicago, Minneapolis/St. Paul, San Francisco, and New York, to name a few.

## MUSEUM ACTIVITIES AND EVENTS:

August 19<sup>th</sup> – President Clinton’s 65<sup>th</sup> Birthday Celebration – This event brought in 303 visitors and garnered national media coverage. The museum offered free admission all day and extended hours to host a birthday party. President Clinton’s favorite snacks – moon pies, peanuts, and RC cola were served in addition to two birthday cakes. The Arkansas Winds Sax Quartet performed and guests were able to sign the former President’s birthday card and share their favorite personal “Bill” stories. *See attached for television coverage.*

August 20<sup>th</sup> – Heritage Group Tour – 30 visitors

August 27<sup>th</sup> – September 11<sup>th</sup> – Traveling Exhibit, “Civil War Arkansas 1862-1865” – The Arkansas Civil War Sesquicentennial Commission, in cooperation with the Old State House Museum and the Arkansas Humanities Council’s traveling exhibit about the state’s involvement in the war is currently on display at the House. The exhibit includes a timeline and dozens of images of people, places and battles in Arkansas and will be making its way across Arkansas for the next 4 ½ years. The House is the first outside venue to host this Exhibit.

August 29<sup>th</sup>– Ribbon Cutting for Civil War Exhibit – press coverage from KNWA and Arkansas Democrat-Gazette

## SEPTEMBER EVENTS:

September 2<sup>nd</sup>– Two-page feature in the Arkansas Democrat-Gazette’s WHAT’S UP section, focusing on the House and Billgrimage Tour

September 3<sup>rd</sup> – Latinos for Obama Reception – Hosted by National Hispanic Caucus

September 10<sup>th</sup> – Book Signing – “Fayetteville” by Charles Alison and Ellen Compton on behalf of the Washington County Historical Society, 1-3pm

## AUGUST 19, 2011 – TELEVISION PRESS COVERAGE

---

### PRESIDENT CLINTON'S 65<sup>TH</sup> BIRTHDAY CELEBRATION

#### 1) Market: Memphis. TN

Date: 08/22/2011 Time: 7:30am Aired On: WHBQ Affiliate: Fox Show: Good Morning Memphis (2/2) 07:52:31.00 Former president bill Clinton Was honored for his 65-birthday. The Clinton house museum in Fayetteville, Arkansas Hosted the event. Clinton turned 65 years old Friday. The celebration featured performances by the Arkansas symphony sax quarter. And people munched on Clintons favorite snacks: moon pies, peanuts and r-c cola.

**Audience: 693,860**

#### 2) Market: Memphis. TN

Date: 08/21/2011 Time: 5:30pm Aired On: WHBQ Affiliate: Fox Show: Fox 13 News--5PM (2/2) 17:34:04.00 Clinton House museum hosts a birthday celebration in honor of former president Bill Clinton. Clinton turned 65 years old on Friday. People in attendance munched on Clintons favorite snacks: moon pies, peanuts and r-c cola to honor him

**Audience: 693,860**

#### 3) Market: Little Rock-Pine Bluff. AR

Date: 08/20/2011 Time: 9:00pm Aired On: KLRT Affiliate: Fox Show: Fox 16 News at 9:00PM (1/2) 21:17:17.00 Arkansas' Clinton House Museum hosts a birthday celebration in honor of former President Bill Clinton. People munched on Clinton's favorite snacks such as moon pies, peanuts and r-c cola to honor him on his 65-th birthday it was yesterday. The celebration also featured performances by the Arkansas Winds Symphony sax quartet

**Audience: 573,670**

#### 4) Market: Minneapolis-St. Paul. MN

Date: 08/20/2011 Time: 6:30pm Aired On: KMSP Affiliate: Fox Show: FOX at 6 (2/2) 18:57:19.00 Get great tips to make sure your kids are ready for class. That's coming up tonight at 9:00. Folks in Fayetteville, Arkansas throw a birthday bash for former president Clinton. Clinton turns 65 this weekend and the little house is where they tied they knot. It's the Clinton House Museum. They share the rare memorabilia from early in their political careers and to wish him a happy birthday, they snack on some of his old favorites, rc cola and moon pies. Really? Ironically Clinton is a vegan and has lost 20 pounds. No moon pies. Clinton says he is in the best shape of his life and, no, bill there's no way to hide it

**Audience: 1,753,780**

#### 5) Market: San Francisco-Oakland-San Jose. CA

Date: 08/20/2011 Time: 7:00am Aired On: KTVU Affiliate: KTVU Show: KTVU Mornings on 2 Weekend Edition

**Audience: 2,523,520**

07:44:30.16 It was a day of celebration at the Clinton house museum in Arkansas. Yesterday president Clinton turned 65 years old, and to mark the occasion the museum brought in live music and gave out some of his favorite snacks. Of course, the forming president is now a vegan. Admission to the museum was free all came

#### 6) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/20/2011 Time: 5:30am Aired On: KFMSM Affiliate: CBS Show: 5 News at 10pm 05:38:52.00 Today is former president Bill Clinton's sixty fifth birthday and the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

**Audience: 304,060**

#### 7) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/20/2011 Time: 5:00am Aired On: KFMSM Affiliate: CBS Show: 5 News at 10pm

**Audience: 304,060**

05:08:26.00 And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now museum, in Fayetteville

8) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/20/2011 Time: 4:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm 04:37:59.00  
Today is former president Bill Clinton's sixty fifth birthday And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clinton's house, which is now a museum, in Fayetteville

9) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/20/2011 Time: 4:00am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm  
04:07:32.00 Today is former president Bill Clinton's sixty fifth birthday And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

10) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/20/2011 Time: 3:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm  
03:49:53.00 Today is former president Bill Clintons sixty fifth birthday and the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

11) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/20/2011 Time: 2:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm  
02:48:59.00 Today is former presidents Bill Clintons sixty fifth birthday And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrate at former president Clintons house, which is now a museum, in Fayetteville AR

12) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/20/2011 Time: 1:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm  
01:48:04.00 Today is former president Bill Clintons sixty fifth birthday In and the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, on pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

13) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/20/2011 Time: 12:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm  
00:47:37.00 Today is former presidents Bill Clintons sixty fifth birthday And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

14) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/19/2011 Time: 10:00pm Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm (1/2)  
22:09:55.00 Today is former president Bill Clintons sixty fifth birthday And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville



15) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/19/2011 Time: 6:00pm Aired On: KHBS Affiliate: ABC Show: 40/29 News at 6  
18:17:00.00 The Clinton house museum celebrated bills birthday today. Coming up... The former president turned 65 and we went to check out the party.

16) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/19/2011 Time: 6:00pm Aired On: KHBS Affiliate: ABC Show: 40/29 News at 6  
18:21:41.00 The Clinton house museum celebrated with free admission...and some free treats. "The moon pies and rc colas, being from south Arkansas, everyone from south Arkansas, that's one of your favorite things, that's just some of his favorite foods. Of course he probably doesn't eat those anymore. " President Clinton, who was famous for his appetite while in office and had heart problems, recently became a vegan

17) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/19/2011 Time: 5:00pm Aired On: KHBS Affiliate: ABC Show: 40/29 News at 5  
17:29:41.00 The Clinton House Museum in Fayetteville celebrated with the famous Arkansans favorite snack. Were told at 65 .. The president is feeling better than ever. Find out his secret for feeling fit and fantastic At 65. That's coming up next

18) **Market: Chicago. IL** **Audience: 3,502,610**  
Date: 08/19/2011 Time: 8:30am Aired On: WFLD Affiliate: Fox Show: Good Day Chicago (4/4)  
08:30:41.00 Were looking at pictures of President Bill Clinton, enjoying a birthday today. How old is former president Bill Clinton? I say 63. 66. Again, right on. You just missed on both sides of it. Here's the cool thing. They are celebrating in Fayetteville at the Clinton House Museum. They are giving away birthday cake. Enjoy that. They are also serving some of the presidents favorite snacks which include peanuts, moon pies and rc cola. Oh, that's cool.

19) **Market: Chicago. IL** **Audience: 3,502,610**  
Date: 08/19/2011 Time: 8:30am Aired On: WFLD Affiliate: FOX Show: Good Day Chicago  
08:30:49.09 You split it again. We're looking at pictures of president Bill Clinton, enjoying a birthday today. How old is former President Bill Clinton? I say 63. Again, right on. You just missed on both sides of here's the cool thing. They are celebrating in Fayetteville at the Clinton House Museum. They are giving away birthday cake. Enjoy that. They are also serving some of the presidents favorite snacks which include peanuts, moon pies and rc cola. Oh, that's cool.

20) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: : 304,060**  
Date: 08/19/2011 Time: 6:30am Aired On: KNWA Affiliate: NBC Show: KNWA Today (2/2)  
06:35:46.00 And you can help the city get there! Through august 31-st You can vote for your ten favorite cities from the top 100 list. To cast your ballot - check out nwa homepage dot com. Its former President Bill Clinton's 65th birthday today .. And the Clinton House Museum in Fayetteville wants to help celebrate. The museum will host a birthday party for President Clinton tonight from 5 to 7 o'clock. Admission to the museum will be free all day long. Live music will be provided ... As well as some of President Clinton's favorite snacks .. Like peanuts, r-c cola, moon pies and of course, birthday cake

21) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/19/2011 Time: 6:00am Aired On: KFSM Affiliate: CBS Show: 5 News at 6:00am (1/2)  
06:07:00.00 The governor brushed off the idea of running for congress or the U.S. Senate. Beebe is serving his second term as governor . And consistently receives high approval ratings since he was first elected in 2006. Former president Bill Clinton turns 65 today. The Clinton House Museum in Fayetteville invites the public to celebrate with them tonight from 5 until 7. And it's no surprise refreshments include the former President's favorite snacks moon pies, peanuts and r-c cola. The museum is located at 930 West Clinton drive in Fayetteville. Former president Bill Clinton turns 65 today. The Clinton House Museum in

Fayetteville invites the public to celebrate with them tonight from 5 until 7. And it's no surprise refreshments include the former presidents favorite snacks moon pies, peanuts and r-c cola. The museum is located at 930 West Clinton drive in Fayetteville. Back to you Ashley and Jason for a look ahead at what's coming up as you're waking up with 5 news

**22) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR Audience: 304,060**

Date: 08/19/2011 Time: 6:00am Aired On: KHBS Affiliate: ABC Show: 40/29 News Sunrise (4/5)  
06:11:44.00 Some friends of Bill in Fayetteville will be throwing a birthday party But you'll be the one getting a gift. Admission at the Clinton House Museum is free all day in honor of the 42nd president. Guests will also be able to mark the day with moon pies and r-c cola Which is said to be President Clinton's favorite snack. Arkansas current governor says he plans to relax once he gets out of office. Governor Mike Beebe told the association of Arkansas counties that he will not be running for any other office after his term ends in 2- thousand-15

**23) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR Audience: 304,060**

Date: 08/19/2011 Time: 6:00am Aired On: KNTA Affiliate: NBC Show: KNTA Today (1/2)  
06:04:59.00 And you can help the city get there! Through august 31-s .. You can vote for your ten favorite cities from the top 100 list. To cast your ballot - check out nwa homepage dot com. Its former president bill clintons 65th birthday today .. And the clinton house museum in fayetteville wants to help celebrate

**24) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR Audience: 304,060**

Date: 08/19/2011 Time: 5:30am Aired On: KHBS Affiliate: ABC Show: 40/29 News Sunrise (3/5)  
05:57:12.00 One of Arkansas' most famous faces is turning another year older But there won't be any cake or punch at this party. Bill Clinton is turning 65 today. Some friends of Bill in Fayetteville will be throwing a birthday party But you'll be the one getting a gift. Admission at the Clinton House Museum is free all day in honor of the 42nd president. Guests will also be able to mark the day with moon pies and r-c cola, which is said to be President Clinton's favorite snacks. Here's a look at a few of the most read stories on 4029 TV dot com that were following on sunrise

**25) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR Audience: 304,060**

Date: 08/19/2011 Time: 5:00am Aired On: KFSM Affiliate: CBS Show: 5 News at 5:00am (1/2)  
05:08:25.00 Starting with the September ninth varsity game. The video board is a donation from Farmers Bank of Greenwood and the Bulldogs Foundation .. Costing more than 100-thousand dollars. Today is former president Bill Clintons 65th birthday And the Clinton House Museum will be celebrating from five until seven tonight. The public is invited. And it's no surprise that refreshments will include the former president's favorite snacks, moon pies, peanuts and r-c cola. The museum is located at 930 West Clinton drive in Fayetteville

**26) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR Audience: 304,060**

Date: 08/19/2011 Time: 5:00am Aired On: KNTA Affiliate: NBC Show: KNTA Early Today (1/2)  
05:06:09.00 " Coming up on knwa today You can get a free history lesson at the Clinton House in Fayetteville because its someone's birthday today. But first, good mornng, Clint. (Ad-lib)

**27) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR Audience: 304,060**

Date: 08/19/2011 Time: 12:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm  
00:48:28.00 Tomorrow is former President Bill Clinton's sixty fifth birthday And the Clinton House Museum will be celebrating from five until seven tomorrow night. The public is invited. And it's no surprise that refreshments will include the former presidents favorite snacks, moon pies, peanuts and r-c cola. The museum is located at 930 west Clinton drive in Fayetteville.

28) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/18/2011 Time: 10:00pm Aired On: KFMS Affiliate: CBS Show: 5 News at 10pm (1/2)  
22:10:46.00 Select groups of students started the move-in process today. Over the course of the weekend a hundred volunteers will help more than nine hundred students move in to the university's two campus dorms. Tomorrow is former President Bill Clintons sixty fifth birthday And the Clinton House Museum will be celebrating from five until seven tomorrow night. The public is invited. And it's no surprise that refreshments will include the former presidents favorite snacks, moon pies, peanuts and r-c cola. The museum is located at 930 West Clinton drive in Fayetteville.

29) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/18/2011 Time: 5:00pm Aired On: KFMS Affiliate: CBS Show: 5 News at 5pm  
17:07:09.00 Beebe told the associations members that uncertainty about the economy is hurting efforts to recruit companies to Arkansas. There is a birthday party in Fayetteville tomorrow and you're invited. Folks at the Clinton House Museum will be celebrating former President Bill Clinton's 65th birthday tomorrow evening from five until seven. And it's no surprise that refreshments will include the former presidents favorite snacks, moon pies, peanuts and rc cola. You're invited to come by, enjoy a snack and sign a card for former President Clinton

30) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/18/2011 Time: 5:00pm Aired On: KHBS Affiliate: ABC Show: 40/29 News at 5  
17:19:13.00 We want to see the changes the new year is bringing to your family. Upload those back to school pictures to the u- local section of our website 4029 TV dot com. Someone is turning 65 tomorrow Coming up Birthday celebrations at the Clinton House Museum in honor of the former president. That's later on 40/29 news.

31) **Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR** **Audience: 304,060**  
Date: 08/18/2011 Time: 5:25pm Aired On: KHBS Affiliate: ABC Show: 40/29 News at 5 17:29:15.00  
But there won't be any cake or punch at this party. Bill Clinton is turning 65 tomorrow. Some friends of Bill in Fayetteville will be throwing a birthday party But you'll be the one getting a gift. Admission at the Clinton House Museum is free all day in honor of the 42nd president. Guests will also be able to mark the day with moon pies and r-c cola Which is said to be President Clinton's favorite snacks. World news with Diane Sawyer is coming up next. Well be back again at six. This is "world news."

## Fayetteville Visitor Center - 2011 Sales & Visitor Count

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<b>Sales Totals</b>	\$854.92	\$1,262.24	\$2,450.88	\$5,220.72	\$7,370.00	\$6,356.51	\$5,707.79	\$9,650.33				
<b>2010 Totals</b>	\$557.65	\$354.29	\$745.44	\$2,166.24	\$2,296.32	\$2,360.35	\$3,516.20	\$3,557.59	\$2,680.20	\$2,889.62	\$2,515.90	\$5,694.64
<b>% Change</b>												
<b>from 2010</b>	53.3%	256.3%	228.8%	141.0%	220.9%	169.3%	62.3%	171.3%	-100.0%	-100.0%	-100.0%	-100.0%

<b>Visitor Count</b>	295	238	691	1301	1454	1463	1441	1457				
<b>2010 Totals</b>	213	209	432	901	945	1,062	1,378	1,304	1,049	1,145	816	754
<b>% Change</b>												
<b>from 2010</b>	38.50%	13.88%	59.95%	44.40%	53.86%	37.76%	4.57%	11.73%	-100.00%	-100.00%	-100.00%	-100.00%

2011 Goal = \$30,000/year or \$2,500/month

<b>2010 Totals</b>
Sales
Visitors

<b>2011 Totals</b>
Sales
Visitors

*% Change = divide the difference between the two numbers by the 2010 number  
then move the decimal two spaces right*

<b>2010 monthly sales average=</b>	<b>\$2,444.54</b>
<b>2010 monthly visitor average=</b>	<b>851</b>
<b>2010 sales per visitor =</b>	<b>\$2.87</b>

<b>2011 monthly sales average=</b>	<b>\$4,859.17</b>
<b>2011 monthly visitor average</b>	<b>1043</b>
<b>2011 sales per visitor =</b>	<b>\$4.66</b>

# Inquiries Tabulated by Source/Mode

From: 8/1/2011 To: 8/24/2011

NOTE: This report shows only active modes and sources, and can only display the first nine active modes defined in your system.

Source	Mode				Totals
	800 Number	e-mail	Formatted - Bulk	Formatted - First Cl	
@ Website	2	3	35	122	162
Midwest Living	0	0	76	0	76
Travel Guides Free	0	0	230	0	230
Travel Information.com	0	0	260	0	260
UA Graduate School	0	0	1	80	81
Where to Retire	0	0	11	0	11
Totals:	2	3	613	202	820

		ADVERTISING INQUIRIES BY STATE - 2011												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL	
AE				1									1	
Alabama	14	9	4	10	12	5	11	14					79	
Alaska	2	4	1	4	2	2	3						18	
Alberta	1	1	0	2	1		1	2					8	
AP			1					1						
Arizona	12	11	4	5	11	4	15	8					70	
Arkansas	125	75	96	96	94	26	97	90					699	
British Columbia	2	2		2									6	
California	34	27	20	21	51	11	20	19					203	
Colorado	8	14	11	8	22	4	8	9					84	
Connecticut	1	3	1	1	1	16	1	1	6				30	
Delaware		1	1	1	1	1	4	2					9	
Florida	29	33	22	14	26	8	27	28					187	
Georgia	23	15	6	7	15		21	16					103	
Hawaii			1	2	1	2		1					7	
Idaho	2	2	2	1	1	2	3	4					17	
Illinois	66	49	37	46	190	36	78	30					532	
Indiana	23	30	17	20	98	12	33	23					256	
Iowa	36	22	17	15	82	14	24	18					228	
Kansas	43	23	30	29	70	18	42	33					288	
Kentucky	12	16	4	6	25	1	16	10					90	
Louisiana	38	19	19	16	27	14	28	23					184	
Maine	1	2	2	3		1	1	3					13	
Manitoba		1											1	
Maryland	6	6	3		9	1	8	10					43	
Massachusetts	3	11	4	1	14	2	3	3					41	
Michigan	33	32	23	33	105	16	25	15					282	
Minnesota	39	28	14	15	72	15	26	11					220	
Mississippi	14	14	5	4	13	6	22	20					98	
Missouri	139	74	50	57	159	26	75	49					629	
Montana	4	3	1	1	3	7	1						19	
Nebraska	15	8	11	10	47	1	11	8					111	
Nevada	7	1	3	1	5	1	2	4					24	
New Brunswick	3	4	2	2	1	3	1						16	
Newfoundland														
New Hampshire	4	1	1				2	1					9	
New Jersey	7	9	5	2	17		12	13					65	
New Mexico	5	6	3	1	8	2	2	3					30	
New York	19	23	18	11	22	14	17	30					154	
North Carolina	25	10	5	8	10	7	11	19					95	
North Dakota	3	3	2	1	3	1	2	1					16	
Nova Scotia		2	1			1							4	
Ohio	27	38	20	29	121	11	29	31					306	
Oklahoma	74	22	35	34	57	19	41	40					322	
Ontario	5	6	9		4	2	3	7					36	
Oregon	3	4	3	7	7	2	3	2					31	
Pennsylvania	16	25	12	15	15	5	12	28					128	
Prince Edward Isl.		0											0	
Puerto Rico	1	1			1	1		1					5	
Quebec	3	2	2	1	2		5	4					19	
Rhode Island	2	2			2		1	1					8	
Saskatchewan	1	1					1						3	
South Carolina	20	9	6	2	1	1	9	9					57	
South Dakota	5	2		2	17		8	1					35	
Tennessee	15	25	19	16	23	11	28	22					159	
Texas	135	82	83	58	100	60	112	100					730	
Thailand														
Utah	9	6	1	1	3	2	2	1					25	
Vermont		3					1						4	
Virginia	12	7	13	9	14	1	4	8					68	
Washington	18	6	7	2	14	2	2	9					60	
Washington, D. C.	2	1											3	
West Virginia	7	8	6	1	9		7	5					43	
Wisconsin	42	31	19	20	115	18	43	35					323	
Wyoming	4	6			2	2							14	
Military													0	
TOTAL	1197	880	685	650	1742	399	963	834	0	0	0	0	7348	

# Convention Calendar

Meeting Dates		Attendance/ Peak/Rooms Headquarters		
September 2011				
9/1/2011	Hooten's	21,000	35	35
9/1/2011	Kickoff Classic			Multiple Hotels
9/2/2011	UA Football**	72,000	2,000	4,000
9/4/2011	Home Football Games			Citywide
9/3/2011	Hispanic Caucus	200	50	100
9/4/2011	Fall Conference			Multiple Hotels
9/16/2011	UA Football**	72,000	2,000	4,000
9/18/2011	Home Football Games			Citywide
9/23/2011	Tri-State Volleyball Challenge	500	60	90
9/25/2011				Multiple Hotels
9/24/2011	Arkansalsa Fest	1,000	0	0
9/24/2011				
9/24/2011	GET AWAY FOR A DAY!!	48	0	0
9/24/2011	LOTO and Terra Studios			
9/26/2011	Arkansas Activities Association	100	20	40
9/28/2011	Womens' 7A State Golf Championships			Multiple Hotels
9/28/2011	Bikes, Blues, BBQ**	300,000	2,000	7,000
10/1/2011				Citywide
October 2011				
10/3/2011	Arkansas Activities Association	100	20	40
10/5/2011	Men's 7A State Golf Championships			Multiple Hotels
10/7/2011	UA Football**	72,000	2,000	4,000
10/9/2011	Home Football Games			Citywide
10/8/2011	Community Bank & Trust	100	0	0
10/8/2011	Strawberry Tour			
10/10/2011	ReCreation Adventure	38	0	0
10/10/2011				
10/11/2011	Sea Breeze Vacations	45	0	0
10/13/2011				
10/12/2011	Junquers Travel	40	0	0
10/12/2011				
10/14/2011	Chile Pepper Run**	8,000	500	500
10/15/2011				Citywide
10/14/2011	National Federation of the Blind - Arkansas Chapter	100	15	30
10/16/2011	State Conference			Clarion
10/14/2011	McKinzie Tours	45	0	0
10/14/2011				
10/15/2011	Fayetteville Art Beats and Eats	5,000	0	0
10/16/2011				

# Convention Calendar

Meeting Dates		Attendance/ Peak/Rooms Headquarters
<b>October 2011</b>		
10/15/2011	Travel Time Tours	50 0 0
10/17/2011		
10/17/2011	Arkansas Activities Association	
10/18/2011	Men's & Women's 7A State Tennis Championships	200 40 40 Multiple Hotels
10/17/2011	Mt Sequoyah	55 0 0
10/17/2011	Leaves of Gold- Botanical Garden Tour	
10/17/2011	Kincade Travel	55 0 0
10/20/2011		
10/19/2011	Travelink	50 0 0 Clarion
10/21/2011		
10/19/2011	Go Ye Villiage	42 0 0
10/19/2011	Happiness Tour	
10/21/2011	UA Chemistry & Biochemistry	500 90 90 Cosmopolitan Hotel
10/22/2011	Undergrad Reserach Conference (INBRE)	
10/21/2011	West KY Travelers Group Tours	45 0 0
10/23/2011		
10/24/2011	Mt Sequoyah	55 0 0
10/24/2011	Leaves of Gold- Botanical Garden Tour	
10/24/2011	The Poultry Federation	20 0 0 Holiday Inn Express
10/26/2011		
10/25/2011	Sweet Magnolia Tours	50 0 0
10/27/2011		
10/25/2011	Heber Springs State Bank	50 79 158 Clarion
10/27/2011		
10/27/2011	Friends International	46 0 0
10/27/2011		
10/28/2011	California Oregon Symposium	50
10/30/2011	Symposium	
<b>November 2011</b>		
11/4/2011	UA Football**	72,000 2,000 4,000 Citywide
11/6/2011	Home Football Games	
11/4/2011	Grand Savings Bank	47 0 0
11/4/2011	Billionaire Tour	
11/11/2011	UA Football**	72,000 2,000 4,000 Citywide
11/13/2011	Home Football Games	



## Definite Bookings By Booking Date

### August 2011

	Meeting Dates	Attnd	Peak	Rooms	\$ Value
Community Bank & Trust Strawberry Tour	08/13/2011	47	0	0	4,879
	08/13/2011				
Hooten's Kickoff Classic	09/01/2011	21,000	35	35	625,000
	09/01/2011				
GET AWAY FOR A DAY!! LOTO and Terra Studios	09/24/2011	48	0	0	4,982
	09/24/2011				
Sea Breeze Vacations	10/11/2011	45	0	0	14,013
	10/13/2011				
Travel Time Tours	10/15/2011	50	0	0	15,570
	10/17/2011				
Kincade Travel	10/17/2011	55	0	0	22,836
	10/20/2011				
Go Ye Village Happiness Tour	10/19/2011	42	0	0	4,360
	10/19/2011				
West KY Travelers Group Tours	10/21/2011	45	0	0	14,013
	10/23/2011				
The Poultry Federation	10/24/2011	20		0	6,228
	10/26/2011				
Grand Savings Bank Billionaire Tour	11/04/2011	47	0	0	4,879
	11/04/2011				
Mountain Home Charter Service, Inc St. Patricks Day Tour	12/09/2011	50	0	0	5,190
	12/09/2011				
AAO "Top 25"	03/16/2012	500	200	400	155,700
	03/18/2012				
Arkansas Recreation and Parks Association	04/12/2012	100	25	30	31,140
	04/14/2012				
Bank of Lee's Summit	04/24/2012	45	0	0	4,671
	04/24/2012				
AAO "Hoopin'-in-the-Hills" Tournament	05/11/2012	750	100	200	233,550
	05/13/2012				
AAO Hawks Tournament	05/18/2012	750	200	400	233,550
	05/20/2012				
AAO Mustangs Tournament	06/01/2012	750	200	400	233,550
	06/03/2012				

B.E.S.T Baseball	06/07/2012	2,000	400	1,200	830,400
Hawg Showcase	06/10/2012				
AAO	06/29/2012	1,000	250	500	311,400
Eugene Nash Invitational	07/01/2012				
Away We Go	11/07/2012	50	0	0	15,570
Billionaire Tour & Terra Studios Tour	11/09/2012				

Sub-Total for August    20 Meetings    27,394    3,165    #####

GRAND TOTAL    20 Meetings    27,394    3,165    #####

# Fayetteville Town Center, Manager's Activity Report

August 1, 2011 to August 31, 2011

## Sales:

	AUGUST 2010 (base)	AUGUST 2011	Month % Change	YTD 2010	YTD 2011	YTD % Change
<b>Sales</b> (# returned contracts by log date – GL)	8	11	13%	130	123	(5%)
<b>Complete Events</b> (Paid/Sponsored) (EMS Calendar - attached)	7	18	14%	134	135	7%
<b>Sales</b> (\$ returned contracts by log date – GL)	\$14,000.00	\$11,600.00	(17%)	\$219,703.06	\$193,347.87	(12%)
<b>Collections</b> ** (\$ - Payment Log)	\$18,132.44	\$28,248.18	56%	\$249,360.11	\$246,757.77	(1%)
<b>Credit</b> (\$ - GL)	-0-	-0-	-0-	-0-	-0-	-0-
<b>Average per event</b> (\$ Sales / # Sales)	\$1,750.00	\$1,054.54	(40%)	\$1,690.02	\$1,571.93	(7%)

We have reached 59% of our **2011 goal**.

## Operations Items:

- Sump pump in garage replaced.
- Plaza trench drains and mounting tracks cleaned and replaced.
- General Maintenance and repairs.

## Marketing, Sales and Public Relations:

- Working on December events, TC Bridal Fair and 2012 bookings.
- Artini Festival.

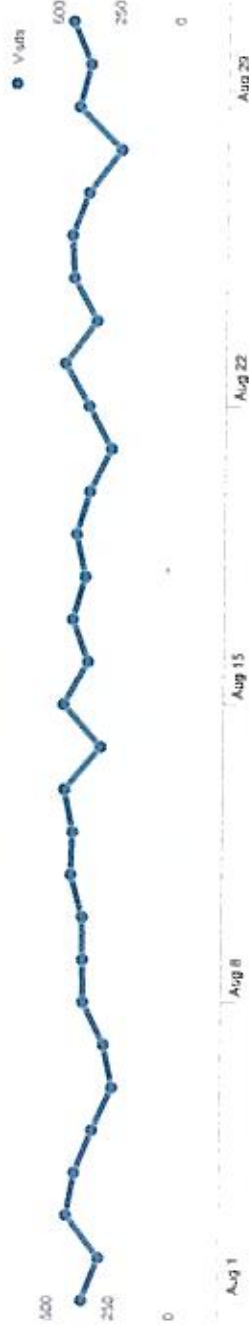
## Event List:

- August 4 – UA Campus Life
- August 6 – Isaura's Birthday
- August 9 – FHS
- August 10 – FHS
- August 11 – Chamber Teachers Expo
- August 13 – Brown Reception
- August 17 – UA Drama Dept Meeting
- August 19 – FHS Class Reunion
- August 19 – Veterans Art Festival
- August 20 – FHS Class Reunion
- August 20 – Wolfe Reception
- August 23 – Verizon Meeting
- August 24 – Verizon Meeting
- August 25 – AR Orthodontics
- August 26 – AR Orthodontics
- August 27 – Roots Festival
- August 27 – Jaurequi Reception
- August 27 – Roberts Reception

## Dashboard

Aug 1, 2011 - Aug 31, 2011

Comparing to: Site



## Site Usage

11,872 Visits

42.40% Bounce Rate

42,601 Pageviews

00:02:47 Avg. Time on Site

3.59 Pages/Visit

74.42% % New Visits

## Traffic Sources Overview

Search Engines  
 7,160.00 (60.31%)

Referring Sites  
 3,344.00 (28.17%)

Direct Traffic  
 1,368.00 (11.52%)



## Content Overview

Pages	Pageviews	% Pageviews
/	6,580	15.45%
/play.php	6,354	14.92%
/calendar.php	3,414	8.01%
/nightlife.php	1,723	4.04%
/visitors.php	1,414	3.32%

## Comparison to Previous Year

August 2011 Visits: 11,872

August 2010 Visits: 11,051

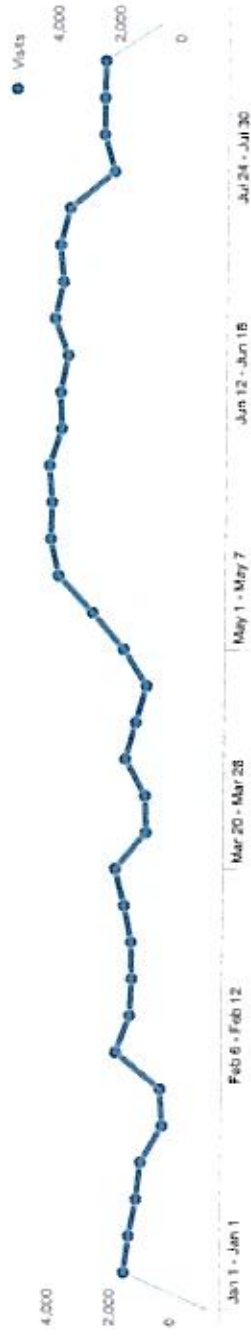
January-August 2011 Visits: 90,459

January-August 2010 Visits: 71,200

## Dashboard

Jan 1, 2011 - Aug 31, 2011

Comparing to: Site



## Site Usage

90,459 Visits

44.60% Bounce Rate

312,563 Pageviews

00:02:40 Avg. Time on Site

3.46 Pages/Visit

77.65% % New Visits

## Traffic Sources Overview

■ Search Engines  
42,726.00 (47.23%)

■ Referring Sites  
26,056.00 (28.80%)

■ Direct Traffic  
21,677.00 (23.96%)

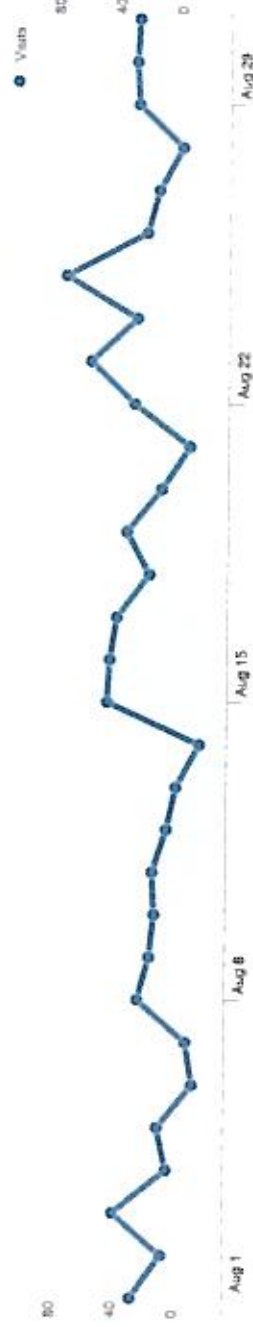


## Content Overview

Pages	Pageviews	% Pageviews
/	58,592	18.75%
/play.php	39,309	12.58%
/calendar.php	23,933	7.66%
/vguide.php	15,111	4.83%
/stay.php	10,165	3.25%

Aug 1, 2011 - Aug 31, 2011

Comparing to: Site



## Site Usage

1,090 Visits

36.79% Bounce Rate

3,320 Pageviews

00:01:46 Avg. Time on Site

3.05 Pages/Visit

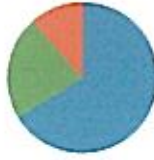
77.34% % New Visits

## Traffic Sources Overview

Search Engines  
 721.00 (66.15%)

Referring Sites  
 242.00 (22.20%)

Direct Traffic  
 127.00 (11.65%)



## Content Overview

Pages	Pageviews	% Pageviews
/NaN	3,092	93.13%
/	76	2.29%
/wedding.shtml	24	0.72%
/contact.shtml	22	0.66%
/faq.shtml	20	0.60%

## Comparison to Previous Year

August 2011 Visits: 1,090

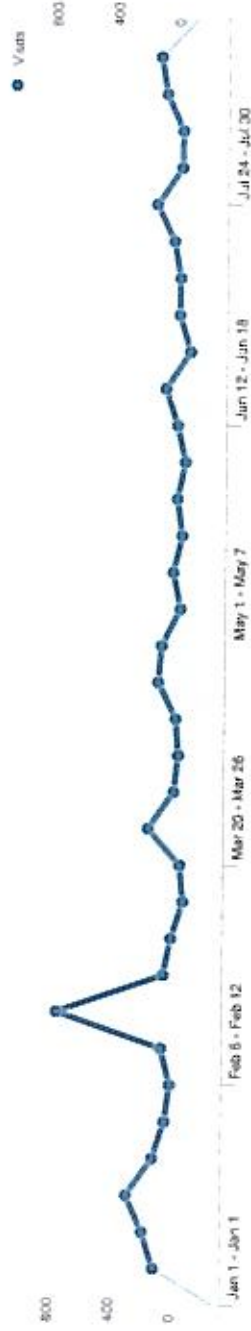
August 2010 Visits: 781

January-August 2011 Visits: 8,887

January-August 2010 Visits: 7,630

Jan 1, 2011 - Aug 31, 2011

Comparing to: Site



## Site Usage

8,887 Visits

34.42% Bounce Rate

28,673 Pageviews

00:01:44 Avg. Time on Site

3.23 Pages/Visit

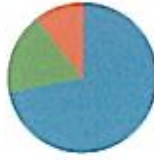
76.82% % New Visits

## Traffic Sources Overview

Search Engines  
 6,383.00 (71.82%)

Referring Sites  
 1,561.00 (17.56%)

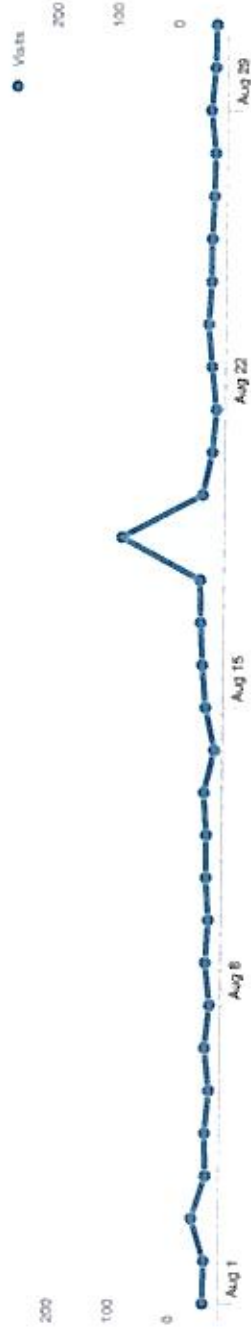
Direct Traffic  
 943.00 (10.61%)



## Content Overview

Pages	Pageviews	% Pageviews
/NaN	27,593	96.23%
/	319	1.11%
/wedding.shtml	112	0.39%
/about.shtml	91	0.32%
/faq.shtml	85	0.30%





## Site Usage

620 Visits

1,330 Pageviews

2.15 Pages/Visit

23.71% Bounce Rate

00:00:58 Avg. Time on Site

85.97% % New Visits

## Traffic Sources Overview

Search Engines  
 312.00 (50.32%)  
 Referring Sites  
 256.00 (41.29%)  
 Direct Traffic  
 52.00 (8.39%)



## Content Overview

Pages	Pageviews	% Pageviews
/	676	50.83%
/home.html	586	44.06%
/Timeline.html	68	5.11%

## Comparison to Previous Year

August 2011 Visits: 620  
 August 2010 Visits: 733

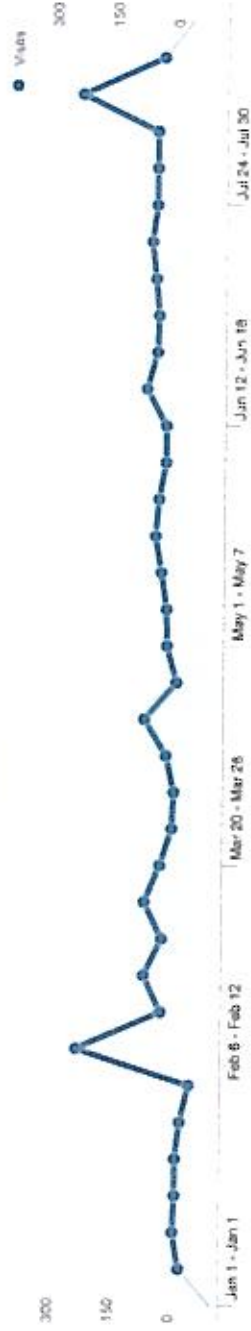
January-August 2011 Visits: 3,707  
 January-August 2010 Visits: 5,775



## Dashboard

Jan 1, 2011 - Aug 31, 2011

Comparing to: Site



## Site Usage

3,707 Visits

26.63% Bounce Rate

7,909 Pageviews

00:01:03 Avg. Time on Site

2.13 Pages/Visit

89.26% % New Visits

## Traffic Sources Overview

Search Engines  
 1,697.00 (45.78%)

Referring Sites  
 1,652.00 (44.56%)

Direct Traffic  
 358.00 (9.66%)



## Content Overview

Pages	Pageviews	% Pageviews
/	3,866	48.88%
/home.html	3,659	46.26%
/Timeline.html	377	4.77%
/www.clintonhousemuseum.org	3	0.04%
/translate_c?hl=ro&langpair=enl	1	0.01%



# the **NEW** **amp**

Arkansas Music Pavilion  
at the NWA Mall



## **Business Plan and Economic Impact Analysis & Request for Funds**

Fayetteville A&P Commission, August 2011



A Walton Arts Center venue

# The NEW AMP:

## Business Plan, Economic Impact Analysis & Request for Funds

### I. The Vision

- Why Upgrade the AMP?
- A New Experience
- New Concert & Entertainment Options
- Comparable Facilities

### II. The Renovation Project

- Key Areas of Improvement
- Sustainability
- Project Timeline

### III. Economic & Business Impact to Fayetteville

- Expected Attendance
- Economic Impact
- Funding Request
- Project Budget

### IV. Appendix

- Arts & Economic Prosperity III, NWA Final Report
- Full List of Potential Concert Artists

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue

# I. THE VISION: THE NEW AMP AT THE NORTHWEST ARKANSAS MALL



## Why upgrade the AMP?

Fayetteville is Northwest Arkansas' entertainment destination. For 20 years, Walton Arts Center has been hosting world-class artists and entertainers from all over the world. However, a significant piece of the arts and entertainment puzzle remains unrealized in our community. Currently no premier outdoor concert venue exists in Fayetteville or the Northwest Arkansas region.

Now, with the purchase of the AMP by the Walton Arts Center, the stage is set to extend the entertainment offerings through the "NEW" AMP at the Northwest Arkansas Mall. By moving the venue from its current mall parking lot location to the lush adjacent hillside, significantly improving the patron experience and upgrading technical and artist amenities, the New AMP – a 6,000 seat outdoor concert venue – will reposition Northwest Arkansas as a key stop on summer concert tours in the Midwest and South.

With dollars from the Walton Arts Center, the A&P Commission and other philanthropy, the New AMP will be able to attract a higher level of concert artists to the Uptown Fayetteville area, and our city will benefit significantly in terms of both reputation and tax dollars.

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue

## A New Experience





## A New Experience

The AMP, located in the western section of the Northwest Arkansas Mall parking lot, has presented outdoor concerts since 2004. The venue is well located, easily accessible to all parts of the region, and allows for ample parking. However, the tent structure itself has a temporary, “parking lot” feel with little green space and lots of blacktop that becomes increasingly stifling in the Arkansas summer heat. The venue’s approximate total capacity is 3,500 - temporary (folding chair) seating for 2,400, and level lawn seating for nearly 1,200. No permanent box office, concessions area or restroom facilities exist.

The NEW AMP will be a NEW experience.

Nestled into the Ozark hillside on the south side of the mall, the New AMP will be moved off the parking lot blacktop to a beautiful green vista overlooking the city of Fayetteville. As guests are dropped off at the entrance, they enter the plaza, complete with ample concessions areas and clean, air conditioned restrooms.

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue

## A New Experience

Seating options for the new venue include comfortable permanent **amphitheater seats** as well as a large **sloped lawn**. The **2,400 fixed seats** offer good views of the stage and **1,800 are fully covered**, blocking sun or light rain. The tent structure will be raised **12 feet to improve air flow**, allowing maximum breeze on warm summer nights, and **opening up the view** of the stage from everywhere on the lawn.

A **VIP plaza**, complete with **concessions and air conditioned restrooms**, is open to special guests who can also enjoy seating in the **VIP boxes** located through the center of the seating area.

The new experience blends Northwest Arkansas' natural beauty with a top-quality entertainment venue to create a fun evening of entertainment.

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue



## A New Experience

A new permanent stagehouse and upgraded technical facilities will make the venue an excellent option for most concert tours. Artists will have access to new **air-conditioned dressing rooms** and ample space for unloading multiple semi-trailer trucks.

The addition of permanent covered seats, and significantly improved lawn seating will facilitate new ticket pricing models, including higher premium priced tickets, thus making the AMP a more financially viable venue.

Brian Crowne, former owner and current AMP general manager, will manage the venue's daily operations. He, along with the Walton Arts Center staff, will work to program a new and exciting line up of artists and productions.

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue

# New Concert & Entertainment Options

## Projected Artists and Performers

Contemporary	Country	College/Electronic Artists
• James Taylor	• Toby Keith	• Maroon 5
• Bob Dylan	• Eric Church	• Flaming Lips
• Chicago	• Jason Aldean	• Fleet Foxes
• Janet Jackson	• Dolly Parton	• Girl Talk
• Steely Dan	• Sugarland	• Mumford and Son
• Stevie Nicks	• Miranda Lambert	• Wilco
• The Beach Boys	• Brad Paisley	• Widespread Panic

(see appendix for a more complete list of potential concert artists)

# Comparable Facilities Around Our Region

## Chastain Park - Atlanta, Georgia

Chastain Park opened in 1944. It is home to the Atlanta Symphony Orchestra and a full season of pop and rock concerts, attracting audiences of more than 100,000 every summer.

Performers featured during the 2011 season include:

- Bela Fleck & The Flecktones
- Amy Grant & Michael W. Smith
- Grace Potter & The Nocturnals
- Earth, Wind & Fire



**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue

# Comparable Facilities Around Our Region

## Centennial Terrace - Sylvania, Ohio

Centennial Terrace was originally built as an outdoor ballroom in 1939. Throughout its storied history, the facility has hosted many of the great swing and big bands of the 1940's and 1950's.

With full concession and catering facilities, Centennial Terrace plays host to about 45 events per year from mid-May through mid-September.

Performers featured during the 2011 season include:

- Alice Cooper
- Sheryl Crow
- The Beach Boys
- Toledo Symphony Orchestra



**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue

## II. THE RENOVATION PROJECT

The AMP will be repositioned off of the parking lot and into the hill on the southwest corner of the Northwest Arkansas mall.

Earthwork and excavation will be a significant portion of the building project.

Once the footprint is created, permanent building structures including the stagehouse, restrooms and concessions areas will be constructed, seats installed, and the tent repositioned above the stage and seating.

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue

## Key Areas of Improvement

### A. The Structure

- Reposition the entire venue 90° to the north and west, moving it entirely off the existing parking lot blacktop
- Re-grade the amphitheater and install sloped seating and appropriate handicap access
- Install permanent drainage and related infrastructure
- Raise the tent structure 12' to increase sightlines and add appropriate air circulation
- Provide permanent backstage amenities for artists including catering, dressing and production areas

## Key Areas of Improvement

### A. The Structure (cont.)

- Create higher quality seating options throughout the venue:
  - Total venue capacity of approximately 6,000
  - 2,400 outdoor theater-style permanent seats (1,800 covered)
  - Lawn accommodations for 4,000 patrons
  - Removable seating in orchestra section will accommodate artists who prefer the audience closer to the stage
  - Permanent seating in the VIP section (box seating directly behind orchestra)



## Key Areas of Improvement

### B. Ancillary Amenities

- Installing permanent air-conditioned restroom facilities
- Constructing appropriate and appealing marquee entrance with drop off and lighting
- Installing and upgrading permanent concessions area
- Create permanent and upgraded VIP and donor/sponsor areas
- Create new Box Office
- Install perimeter fencing and lighting
- Create and install appropriate landscaping



## Sustainability

Walton Arts Center, like the City of Fayetteville, is committed to the highest levels of financial and environmental sustainability. This renovation project has been designed to ensure that it meets these high standards. We believe that the renovated AMP would qualify construction-wise for LEED certification, although we can not pursue the actual certificate due to the seasonal use of the facility. The following is a list of some of the considerations currently planned:

- Low Flow Toilets are 25% more efficient than a standard toilet and reduce chemicals on-site by eliminating portable toilets
- Low Flow sinks with sensors are 440% more efficient than standard sinks
- LED lighting in public areas for energy efficiency, lower maintenance and reduced waste

**amp**  
Arkansas Music Pavilion

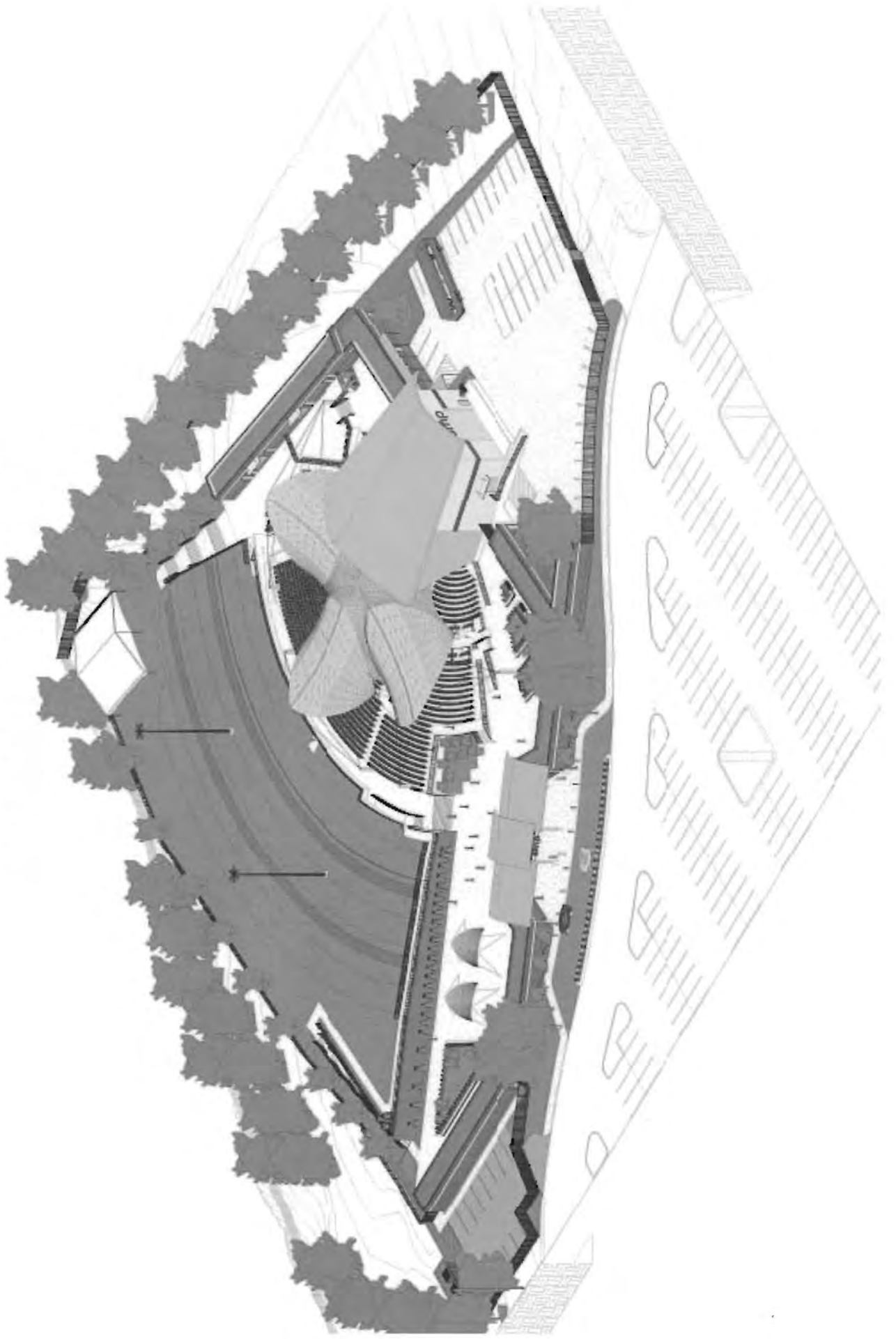


A Walton Arts Center venue

## Sustainability, cont.

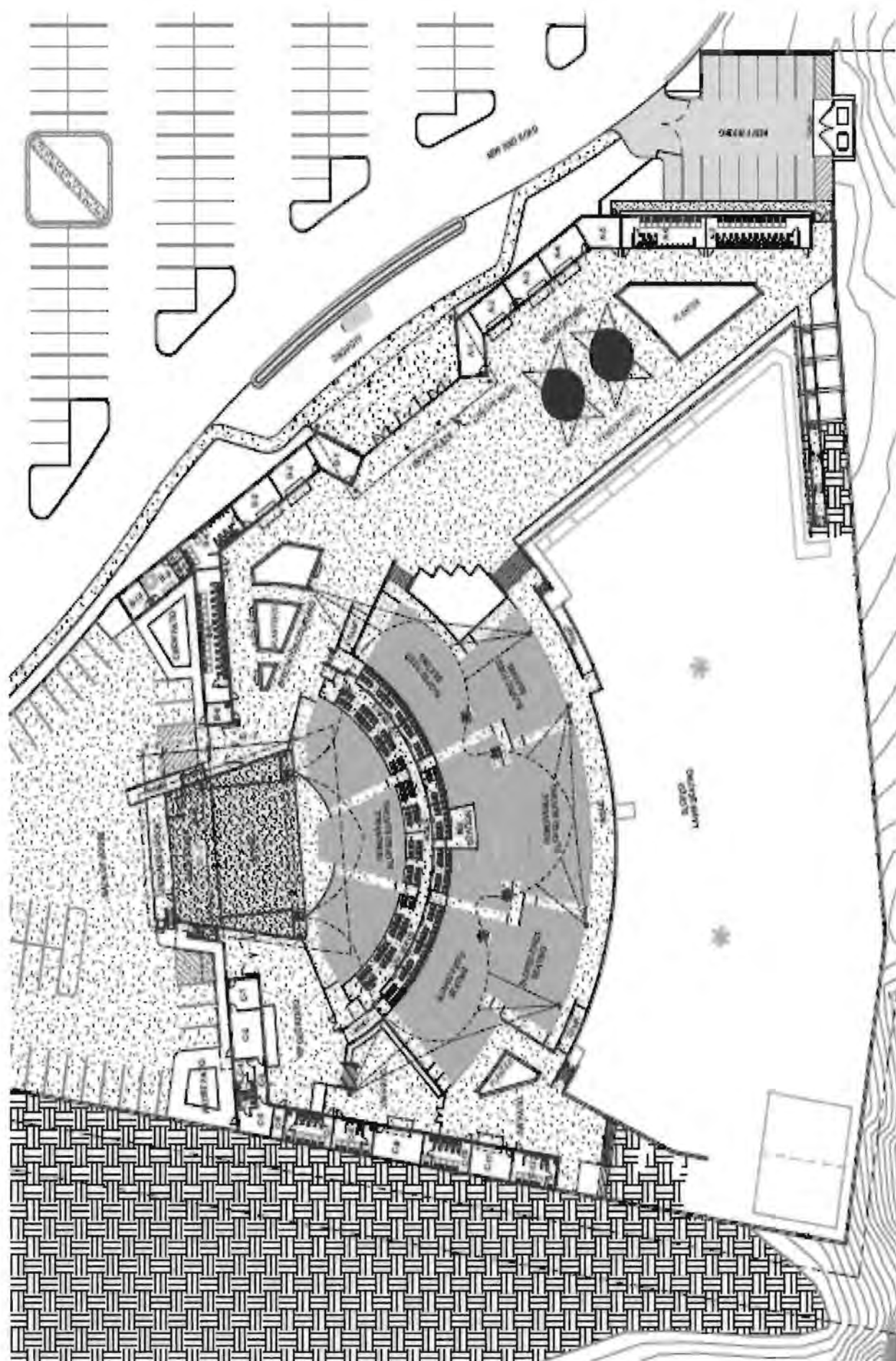
- Storm water runoff considerations
  - Water will flow into a detention pond which will allow sediment to settle and improve the quality of water discharged from the site.
  - We are currently working to create a rain garden concept or other more pleasing ways to deal with storm water.
- The New AMP is easily accessible from the Fayetteville Trail System and ample bike racks will encourage alternative transportation to the venue.
- Scooter and motorcycle parking will be provided for concert goers.
- The WAC and AMP teams will be creating plans to ensure that concessions services function sustainably and utilize local products whenever possible.

# The New AMP



[illegible]

## The Mall



## Project Timeline

Construction is expected to commence in early October with completion in May 2012, ready for a full season of entertainment in summer 2012.

The goal of the project is to move swiftly to complete the renovations during the off-season.

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue



### III. ECONOMIC & BUSINESS IMPACT TO FAYETTEVILLE

#### Expected Attendance

The New AMP, with its pleasant summertime experience and the appeal of a diversity of artists including Pop, R&B, Rap, Country, Techno, Christian and other genres will generate significant attendance numbers.

Conservative (35% capacity) attendance projections for the first full season, Summer 2012

Performance Type	# Per Season	Projected Attendance
Large Concerts	3-4	6,300-8,400
Medium-Sized Events	8-10	16,800-21,000
Small Events	3-5	6,300-10,500
Free/Low Cost Family Shows	1-2	2,100-4,200
Total	15-21	31,500-44,100

## Economic Impact



In 2005, Americans for the Arts commissioned a national study, Arts & Economic Prosperity, looking at the economic impact of non-profit arts and cultural organizations in the US as a whole, and, more specifically, in Northwest Arkansas.

(See appendix for full study results)

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue



# Economic Impact

## Key Study Results:

- Non-profit arts and cultural event attendees spend an average of \$24.34 per person in Northwest Arkansas, excluding the cost of event admission. Non-local attendees spent over \$40 per person.
- Non-profit arts and cultural organizations in Northwest Arkansas generate over \$16 million in economic activity annually.
- The sector also generates significant revenue for the government: Over \$1.4 million in state and local tax revenue annually.



# Economic Impact

## The New AMP Impact:

- Using these study numbers and an estimated annual AMP attendance of 44,000, AMP patrons will spend **\$1,070,900** in Fayetteville and Northwest Arkansas.
- Note: because the \$24.34 number is based on spending by *local* attendees (those living in Washington or Benton Counties), this number is **VERY** conservative. Non-local attendees actually spend nearly double that amount.
- Last season, 80% of the AMP attendees were from outside Washington County. If only 25% of the attendees are non-local, the economic impact would grow to nearly **\$1,250,000** annually.



**amp**  
Arkansas Music Pavilion

 A Walton Arts Center venue

## REQUEST FOR FUNDS

Walton Arts Center respectfully asks the Fayetteville Advertising and Promotion Commission to consider and grant a special request of \$500,000 toward the AMP Renovation Project.

This funding will ensure our ability to begin the construction almost immediately and complete the project in time to celebrate Walton Arts Center's 20<sup>th</sup> anniversary season.

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue

## REQUEST FOR FUNDS

This project is “shovel ready.” The goal is to complete the renovations within a 9 month period allowing for the venue to continue operating with minimal interruption. By facilitating an aggressive improvement timeline, additional tax dollars from the increased attendance will begin flowing into Fayetteville during the 2012 summer season. Walton Arts Center has been working to secure private funds and financing in order to begin and complete the renovation project starting in October 2011. To date, funding is nearly complete.

A&P funding is critical at this juncture for two reasons: First, the funding will ensure that we have the resources needed in order to have a shovel in the ground this October and that we can meet our aggressive timeline. Second, the support of the A&P Commission provides significant leverage for us to complete our fundraising. The support of the A&P shows the City’s commitment to the project and will be a key component in completing the fundraising campaign.

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue

## Project Budget

Revenue Sources	
Committed	
Willard and Pat Walker Charitable Foundation	\$1,000,000
Construction Loan	\$1,200,000
Pending	
Fundraising + WAC cash reserves	\$1,000,000
A&P Special Request Funding	\$ 500,000
Total	\$3,700,000

**amp**  
Arkansas Music Pavilion



A Walton Arts Center venue



## IV. APPENDIX

**amp**  
Arkansas Music Pavilion



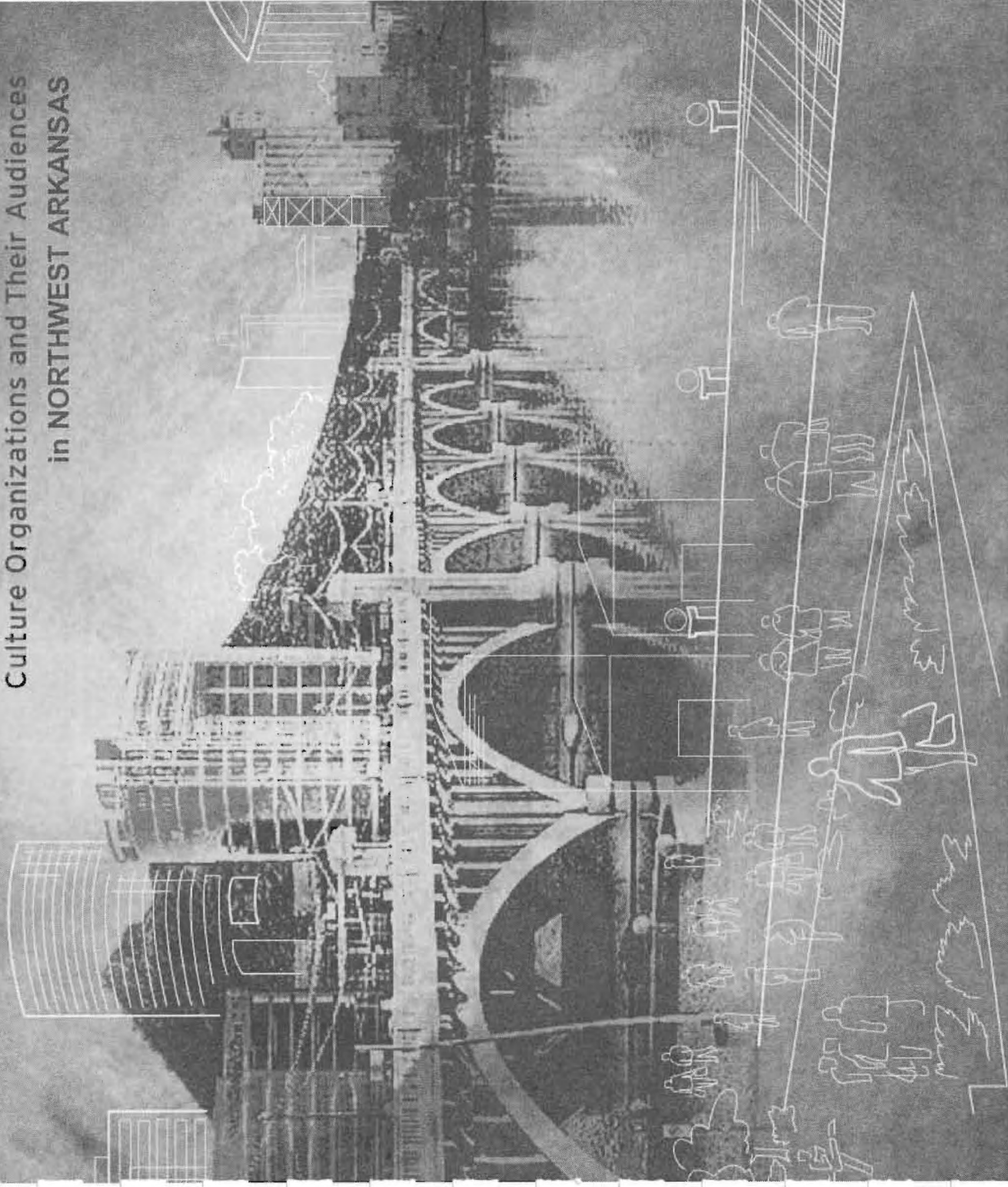
A Walton Arts Center venue





# Arts & Economic Prosperity <sup>III</sup>

The Economic Impact of Nonprofit Arts and  
Culture Organizations and Their Audiences  
in NORTHWEST ARKANSAS





# The Economic Impact of the Nonprofit Arts and Culture Industry in Northwest Arkansas

*Arts & Economic Prosperity III* provides compelling new evidence that the nonprofit arts and culture are a significant industry in Northwest Arkansas—one that generates \$16.21 million in local economic activity. This spending—\$10.06 million by nonprofit arts and culture organizations and an additional \$6.15 million in event-related spending by their audiences—supports 518 full-time equivalent jobs, generates \$9.79 million in household income to local residents, and delivers \$1.47 million in local and state government revenue. This economic impact study sends a strong signal that when we support the arts, we not only enhance our quality of life, but we also invest in Northwest Arkansas's economic well-being.

Northwest Arkansas is one of 156 communities that participated in *Arts & Economic Prosperity III*, the most comprehensive study of its kind ever conducted. It documents the economic impact of the nonprofit arts and culture industry in 116 cities and counties, 35 multi-county regions, and five states—representing all 50 states and the District of Columbia. The diverse study regions range in population (4,000 to 3 million) and type (rural to urban). Researchers collected detailed expenditure and attendance data from 6,080 nonprofit arts and culture organizations and 94,478 of their attendees to measure total industry spending. Project economists customized input/output analysis models to calculate specific and reliable findings for each study region. This study focuses solely on the economic impact of nonprofit arts and culture organizations and event-related spending by their audiences. Not included in this study are spending by individual artists and the for-profit arts and culture sector (e.g., Broadway or the motion picture industry).

## DEFINING ECONOMIC IMPACT

This study uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and local and state government revenues.

**Full-Time Equivalent (FTE) Jobs** describes the total amount of labor employed. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.

**Resident Household Income** (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to local residents. It is the money residents earn and use to pay for food, mortgages, and other living expenses.

**Revenue to Local and State Government** includes revenue from taxes (i.e., income, property, or sales) as well as funds from license fees, utility fees, filing fees, and other similar sources.

## ECONOMIC IMPACT OF THE ENTIRE NONPROFIT ARTS AND CULTURE INDUSTRY IN NORTHWEST ARKANSAS

Total spending by nonprofit arts and culture organizations and their audiences totaled \$16.21 million in Northwest Arkansas during 2005. The following table shows the direct economic impact of this spending—that is, the initial economic effect of these expenditures.

<b>DIRECT Economic Impact of the Nonprofit Arts and Culture Industry in Northwest Arkansas</b> (Spending by Nonprofit Arts and Culture Organizations and Their Audiences)			
	<b>Northwest Arkansas</b>	<b>Similar Study Regions Pop. = 250,000 to 499,999</b>	<b>National Median</b>
Total Expenditures	\$16,210,374	\$60,304,046	\$41,315,605
Full-Time Equivalent Jobs	295	941	778
Resident Household Income	\$5,396,000	\$17,083,000	\$13,519,000
Local Government Revenue	\$157,000	\$959,000	\$845,000
State Government Revenue	\$534,000	\$1,409,000	\$1,593,000

These direct economic impacts create an additional indirect economic impact on the economy. The local expenditures continue to have an economic impact on the economy until the money eventually “leaks out” of the region (i.e., is spent outside Northwest Arkansas). The total economic impact is the combination of the direct economic impact and the indirect economic impact. The table below shows the total economic impact of the \$16.21 million spent by nonprofit arts and culture organizations and their audiences during 2005.

<b>TOTAL Economic Impact of the Nonprofit Arts and Culture Industry in Northwest Arkansas</b> (Spending by Nonprofit Arts and Culture Organizations and Their Audiences)			
	<b>Northwest Arkansas</b>	<b>Similar Study Regions Pop. = 250,000 to 499,999</b>	<b>National Median</b>
Total Expenditures	\$16,210,374	\$60,304,046	\$41,315,605
Full-Time Equivalent Jobs	518	1,512	1,386
Resident Household Income	\$9,791,000	\$30,328,000	\$26,369,000
Local Government Revenue	\$342,000	\$2,536,000	\$2,486,000
State Government Revenue	\$1,123,000	\$2,830,000	\$3,042,000

## DIRECT AND INDIRECT ECONOMIC IMPACT: HOW A DOLLAR IS RE-SPENT IN THE ECONOMY

*Arts & Economic Prosperity III* uses a sophisticated economic analysis called input/output analysis to measure economic impact. It is a system of mathematical equations that combines statistical methods and economic theory. Input/output analysis enables economists to track how many times a dollar is “re-spent” within the local economy, and the economic impact generated by each round of spending. How can a dollar be re-spent? Consider the following example:

A theater company purchases a gallon of paint from the local hardware store for \$20, generating the direct economic impact of the expenditure. The hardware store then uses a portion of the aforementioned \$20 to pay the sales clerk’s salary; the sales clerk spends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some for the utility bill; and so on. The subsequent rounds of spending are the indirect economic impacts.

Thus, the initial expenditure by the theater company was followed by four additional rounds of spending (by the hardware store, sales clerk, grocery store, and the cashier). The effect of the theater company’s initial expenditure is the direct economic impact. The effects of the subsequent rounds of spending are all of the indirect impacts. The total impact is the sum of the direct and indirect impacts.

A dollar “ripples” through communities very differently, which is why a customized input/output model was created for Northwest Arkansas.

"Mayors understand well the connection between the arts industry and city revenues. Besides providing thousands of jobs, the arts industry generates billions in government and business revenues. Additionally, the arts have played an important role in the economic revitalization of many of our nation's cities."

—Mayor Douglas H. Palmer  
Mayor of Trenton, New Jersey  
President, The United States Conference of Mayors

## ECONOMIC IMPACT OF SPENDING BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN NORTHWEST ARKANSAS

Nonprofit arts and culture organizations are active contributors to their business community. They are employers, producers, and consumers. They are members of the chamber of commerce as well as key partners in the marketing and promotion of their cities, regions, and states. Spending by nonprofit arts and culture organizations totaled \$10.06 million in Northwest Arkansas during 2005. This spending is far-reaching: organizations pay employees, purchase supplies, contract for services, and acquire assets within their community. These actions, in turn, support jobs, create household income, and generate revenue to the local and state governments.

Data were collected from 17 nonprofit arts and culture organizations in Northwest Arkansas. Each provided detailed budget information about more than 40 expenditure categories for fiscal year 2005 (e.g., labor, payments to local and non-local artists, operations, materials, facilities, and asset acquisition) as well as their total attendance figures. The following tables demonstrate the direct and total impacts of this spending.

<u>DIRECT</u> Economic Impact of Spending by Nonprofit Arts and Culture Organizations in Northwest Arkansas			
	Northwest Arkansas	Similar Study Regions Pop. = 250,000 to 499,999	Median of National Median
Total Expenditures	\$10,062,069	\$29,276,410	\$17,346,252
Full-Time Equivalent Jobs	171	418	244
Resident Household Income	\$3,603,000	\$10,121,000	\$6,049,000
Local Government Revenue	\$32,000	\$261,000	\$179,000
State Government Revenue	\$177,000	\$368,000	\$200,000

<u>TOTAL</u> Economic Impact of Spending by Nonprofit Arts and Culture Organizations in Northwest Arkansas			
	Northwest Arkansas	Similar Study Regions Pop. = 250,000 to 499,999	Median of National Median
Total Expenditures	\$10,062,069	\$29,276,410	\$17,346,252
Full-Time Equivalent Jobs	348	914	675
Resident Household Income	\$6,730,000	\$19,933,000	\$13,310,000
Local Government Revenue	\$138,000	\$1,178,000	\$719,000
State Government Revenue	\$522,000	\$1,161,000	\$770,000



## ECONOMIC IMPACT OF SPENDING BY NONPROFIT ARTS AND CULTURE AUDIENCES IN NORTHWEST ARKANSAS

The nonprofit arts and culture, unlike most industries, leverage a significant amount of event-related spending by its audiences. For example, when patrons attend an arts event, they may pay to park their car in garage, purchase dinner at a restaurant, eat dessert after the show, and pay a babysitter upon their return home. This spending generates related commerce for local businesses such as restaurants, parking garages, hotels, and retail stores.

To measure the impact of nonprofit arts and culture audiences in Northwest Arkansas, data were collected from 823 event attendees during 2006. Researchers used an audience-intercept methodology, a standard technique in which patrons complete a written survey about their event-related spending while attending the event. The 17 nonprofit arts and culture organizations that responded to the detailed organizational survey reported that the aggregate attendance to their events was 252,518. These attendees spent a total of \$6.15 million, excluding the cost of event admission. The following tables demonstrate the direct and total impacts of this spending.

<b><u>DIRECT</u> Economic Impact of Spending by Nonprofit Arts and Culture Audiences in Northwest Arkansas (excluding the cost of event admission)</b>			
	<b>Northwest Arkansas</b>	<b>Similar Study Regions Pop. = 250,000 to 499,999</b>	<b>Median of National Median</b>
Total Expenditures	\$6,148,305	\$31,924,927	\$24,772,704
Full-Time Equivalent Jobs	124	523	500
Resident Household Income	\$1,793,000	\$6,657,000	\$7,382,000
Local Government Revenue	\$125,000	\$673,000	\$516,000
State Government Revenue	\$357,000	\$1,089,000	\$1,282,000

<b><u>TOTAL</u> Economic Impact of Spending by Nonprofit Arts and Culture Audiences in Northwest Arkansas (excluding the cost of event admission)</b>			
	<b>Northwest Arkansas</b>	<b>Similar Study Regions Pop. = 250,000 to 499,999</b>	<b>Median of National Median</b>
Total Expenditures	\$6,148,305	\$31,924,927	\$24,772,704
Full-Time Equivalent Jobs	170	698	711
Resident Household Income	\$3,061,000	\$10,184,000	\$13,059,000
Local Government Revenue	\$204,000	\$1,358,000	\$1,390,000
State Government Revenue	\$601,000	\$1,669,000	\$2,176,000

## VISITORS SPEND MORE

In addition to spending data, the 823 audience survey respondents were asked to provide the ZIP code of their primary residence, enabling researchers to determine which attendees were local (i.e., reside within Northwest Arkansas) and which were non-local (reside outside Northwest Arkansas). In Northwest Arkansas, 83 percent of the 252,518 nonprofit arts attendees were local; 17 percent were non-local.

Non-local arts and culture event attendees spent an average of 167 percent more than local attendees per person (\$50.92 vs. \$19.04). As would be expected from a traveler, higher spending was typically found in the categories of lodging, meals, and transportation. These data demonstrate that when a community attracts cultural tourists, it harnesses significant economic rewards.

Event-Related Spending by Arts and Culture Event Attendees Totaled \$6.15 million in Northwest Arkansas (excluding the cost of event admission)				
	Residents	Non-Residents	All Northwest Arkansas Event Attendees	
Total Event Attendance	210,474	42,044	252,518	
Percent of Attendees	83 percent	17 percent	100 percent	
Average Dollars Spent Per Attendee	\$19.04	\$50.92	\$24.34	
Total Event-Related Spending	\$4,007,425	\$2,140,880	\$6,148,305	

Nonprofit Arts and Culture Event Attendees Spend an Average of \$24.34 Per Person in Northwest Arkansas (excluding the cost of event admission)				
	Residents	Non-Residents	All Northwest Arkansas Event Attendees	
Refreshments/Snacks During Event	\$3.35	\$7.43	\$4.03	
Meals Before/After Event	\$5.82	\$12.09	\$6.86	
Souvenirs and Gifts	\$3.30	\$8.77	\$4.21	
Clothing and Accessories	\$1.88	\$2.91	\$2.05	
Ground Transportation	\$0.85	\$4.67	\$1.49	
Event-Related Child Care	\$0.51	\$0.00	\$0.42	
Overnight Lodging (one night only)	\$3.14	\$14.98	\$5.11	
Other	\$0.19	\$0.07	\$0.17	
Total Per Person Spending	\$19.04	\$50.92	\$24.34	

# Conclusion

The nonprofit arts and culture are a \$16.21 million industry in Northwest Arkansas—one that supports 518 full-time equivalent jobs and generates \$1.47 million in local and state government revenue. Nonprofit arts and culture organizations, which spend \$10.06 million annually, leverage a remarkable \$6.15 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses in Northwest Arkansas. By demonstrating that investing in the arts and culture yields economic benefits, *Arts & Economic Prosperity III* lays to rest a common misconception: that communities support the arts and culture at the expense of local economic development. In fact, they are investing in an industry that supports jobs, generates government revenue, and is a cornerstone of tourism. This report shows conclusively that **the arts mean business in Northwest Arkansas!**

"In my own philanthropy and business endeavors I have seen the critical role that the arts play in stimulating creativity and in developing vital communities. As this study indicates, the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country."

—Paul G. Allen  
Philanthropist  
Co-Founder, Microsoft

## Artist Ideas for AMP - 2012 and Beyond

Adult Contemporary & Country Artists		Venue(s) 2011
A Prairie Home Companion - Summer tour		Starlight, KC 2011
Alison Krauss & Union Station		Wolf Trap 2011
Blake Shelton		
Bob Dylan / Leon Russell		Mann Center 2011
Bonnie Raitt		
Boz Scaggs		Starlight, KC 2011
Brad Paisley		TWC Pavilion, Raleigh 2011
Brantley Gilbert		
Carole King		
Chelsea Handler		Starlight, KC 2011
Chicago		Wolf Trap 2011
Creedence Clearwater Revisited		Wolf Trap 2011
Diana Krall		
Daryl Hall & John Oates		Mtn Winery, Saratoga CA 2011
DMS: George Duke, Marcus Miller, David Sanborn		Keswick Theatre 2011 / Humphrey's 2011
Dolly Parton		Wolf Trap 2011
Don Henley		Mtn Winery, Saratoga CA 2011
Doobie Brothers		Wolf Trap 2011
Dr. John / Little Feat		Mtn Winery, Saratoga CA 2011
Earth Wind & Fire		Starlight, KC 2011
Elvis Costello & The Imposters		Wolf Trap 2011
Emunylou Harris and her Red Dirt Boys		Wolf Trap 2011
Eric Church		
Gary Allan		
Huey Lewis & The News		Starlight, KC 2011
INXS / Berlin		Wolf Trap 2011
James Taylor		
Janet Jackson		Starlight, KC 2011
Jeff Bridges & The Abiders		Mtn Winery, Saratoga CA 2011
Joni Mitchell		
Journey w/ Foreigner & Night Ranger		Starlight, KC 2011
k.d. lang		Mtn Winery, Saratoga CA 2011
Kenny Loggins		Mtn Winery, Saratoga CA 2011
Ke\$ha		Starlight, KC 2011
Lucinda Williams / Amos Lee		Wolf Trap 2011
Lynyrd Skynyrd		Wolf Trap 2011
Melissa Etheridge		Mtn Winery, Saratoga CA 2011
Michael McDonald / Boz Scaggs		Wolf Trap 2011 / Mtn Winery
Miranda Lambert		
Peret Gabriel		Starlight, KC 2011
Ray LaMontagne & The Pariah Dogs		Starlight, KC 2011
Selena Gomez		Starlight, KC 2011
Steely Dan		Starlight, KC 2011
Steve Martin & the Steep Canyon Rangers		Humphrey's Concerts by the Bay 2011
Steve Miller Band		Wolf Trap 2011
Stevie Nicks		Red Rocks Amphitheater 2011
Sugarland		
The Beach Boys		Wolf Trap 2011
The Black Crowes		TWC Uptown Amph, Charlotte, NC 2011
The Goo Goo Dolls / Michelle Branch		Wolf Trap 2011



The Monkees	Wolf Trap 2011
Toby Keith	
Yes & STYX	Starlight, KC 2011
ZZ Top	Min Winery, Saratoga CA 2011

### College / Indie / Electronic Artists

Arcade Fire	
Avert Brothers	
Deadmau5	Red Rocks Amphitheater 2011
Death Cab for Cutie	Red Rocks Amphitheater 2011
Flaming Lips	Red Rocks Amphitheater 2011
Fleet Foxes	Raleigh Amph, NC
Further	Mann Center 2011
Girl Talk	
Guster / Jack's Mannequin	Wolf Trap 2011
Kings of Leon	
Maroon 5 & Train w/ Matt Nathanson	Starlight, KC 2011
Mumford & Son	Raleigh Amph, NC
My Morning Jacket	Red Rocks / Mann Center 2011
Owl City	
Ratatat	
The Pixies	
Widespread Panic	Raleigh Amph, NC
Wilco	Raleigh Amph, NC
Yonder Mountain String Band / Infamous Stringdusters	Red Rocks Amphitheater 2011